



### Prism Ideas Provides Continuity of Care in Publication Planning for a Product Moving Between Clients

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#### Background

A global pharmaceutical company was developing a new product for the treatment of HIV infection; however, the company had insufficient medical resource to support the development programme. As Prism Ideas has significant experience in the clinical development of therapies for HIV and other antiviral agents, one of our team was contracted to act as the clinical development lead for the product. As a result of this ongoing relationship, it made both scientific and commercial sense to also engage Prism Ideas to develop the publications plan for this new antiviral therapy.

#### Challenge

During a 6-year relationship with the product, the responsibility for its development and commercialisation moved from one company to another based outside of Europe. It was essential that the knowledge of the product and the history of its development were not lost during the transition and that the publication plan continued to be delivered without interruption.

#### Solution

The new developers retained Prism Ideas as clinical consultants in order to continue supporting the development and delivery of the publication plan. As a result, the clinical knowledge and medical writing expertise developed with the initial client company were retained ensuring a seamless handover from licensor to licensee. The success of the programme was based on a close working relationship with both client companies, during which the publication plan was re-evaluated and adapted throughout the product's lifecycle. Furthermore, Prism Ideas was able to benchmark the publication plan against similar plans for other antiviral products at the same stages of development, ensuring that the more limited budget of the second client company was optimised, while appropriate share of voice was achieved.

The plan resulted in eight global advisory boards and a series of approximately 40 abstracts and manuscripts. The advisory boards, which involved both clinicians and patients, were instrumental in building relationships with thought leaders in the therapy area. These thought leaders were subsequently involved in the development of many of the publications, including a review of how to develop a drug in this class. The publication plan covered all Phase I and II data and included the publication of proof-of-concept data in the top-tier



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journal in the HIV therapy area. The effectiveness of the publication plan was documented using a Scientific Communications Dossier, which linked all target product claims to citable publications and the clinical trials from which they derived. This also provided a means of identifying those areas where evidence was limited – informing the clinical development programme – as well as identifying communication gaps where key data were available but had not yet been published.

### **Conclusion**

The expert clinical and medical communications experience provided by Prism Ideas supported both the clinical development of a new antiviral therapy and the inception and delivery of the publication plan over a 6-year period. Prism Ideas provided the continuity of care throughout the transition of the product between client companies and this long-term relationship only ended when development of the product ceased.