



Prism Ideas: Consultants, Copy Reviewers and Final Signatories

Background

Pharmaceutical companies rely on promotional materials to market their products, targeting specific audiences and channels of delivery. However, due to necessarily strict guidelines and codes of practice, reviewing promotional materials can be a time-consuming process. Failure to comply with the respective guidelines can result in the misinterpretation of a product's capabilities, putting a pharmaceutical company's status at great risk.

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Emerging pharmaceutical companies often have limited resource regarding relevant regulations but retain the legal obligation to establish and follow due process when it comes to external communications.

Although creative agencies may be aware of the relevant codes of practice, they cannot be expected to be fully conversant with the finer details and their application. This creates the potential for materials to fall outside of the boundaries within which pharmaceutical companies are required to operate. Prism Ideas is partnered with a diverse range of pharmaceutical companies to ensure that their promotional copy review is medically and scientifically accurate, applicable and fully compliant.

Challenge

The company needed to ensure that its interactions with the healthcare community and other stakeholders would be compliant

A medium sized pharmaceutical company with a diverse business, including both ethical medicines and manufacturing and supply services to multiple countries, had limited internal infrastructure but an expanding portfolio to support. The established regulatory and marketing functions from antecedent organisations provided an effective means to register products and commercialise them but the Medical Affairs function was limited in size and breadth of experience.

The company needed to ensure that its interactions with the healthcare community and other stakeholders would be compliant and that appropriate review and approval of materials could be implemented.

Solution

Prism provided one on one training to Client staff on the principles of medicines promotion as well as the legislative framework

Prism Ideas readily provides a well-proven review process which can be tailored for a client's needs. By actively engaging with a client's employees, Prism is able to develop training channels that correlate with and compliment both Prism Ideas' and the client's Standard Operating Procedures (SOPs). In this case, Prism provided one on one training to Client staff on the principles of medicines promotion as well as the legislative framework and requirements for approval.

Prism nominated signatories were registered with the MHRA

Following this initial step, Prism nominated signatories were registered with the MHRA and established working relationships with each product team to consult upon individual activities as they were conceived and developed. Job bags were provided to the Prism review team for comment and eventual approval in a 'hard copy' system. In due course all directly promotional items, for which review and approval is legally required, were entered into the process.



The Client also sought Prism's consultancy with regards to the design and content of its corporate website and product specific derivatives. In addition, Prism was able to provide advice on the development and implementation of updated SOPs against which the review process could be audited.

Conclusion

Prism safeguarded the company from potential risks its staff were hitherto unaware of and ensured effective commercialisation of its products without breaches in compliance.

Prism Ideas' method to promotional copy review results in a seamless transition from the initial review stage through to medical sign off. Whilst adaptive, Prism Ideas always approaches promotional copy review using the same proven framework to continuously achieve a high standard. Pharmaceutical companies are confident in Prism Ideas' ability to review promotional copy with the assurance that the quality of the material will be high, and that each piece is fully compliant, relevant and aligned with their needs.

Prism communicates effectively with our clients helping them to develop their skills and understanding, therefore improving the standards to which they deliver. In this case, working with Prism safeguarded the company from potential risks its staff were hitherto unaware of and ensured effective commercialisation of its products without breaches in compliance.