



Building Anticipation of Forthcoming Study Results at an International Oncology Congress: A Scientific Poster Presentation

Background

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Challenge

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Our Client had designed a study targeting a previously unmet need and wanted to build awareness of the novel study design and rationale, and to create anticipation of the results among a wide global audience. If findings of the study were positive, the results could pave the way for potential expansion of the indication for the drug and would require global dissemination. An abstract had been submitted and accepted as a poster presentation at a large international oncology congress. A high-quality poster was now needed that would highlight the current unmet need and raise the profile of the study. Rapid approval was necessary from external authors and local and global teams within the pharmaceutical company to ensure consistent product messaging. Prism Ideas received the brief 5 weeks before the congress.

Solution

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As with all projects with a fixed delivery deadline and a short time-frame, acquiring the necessary information to enable timely initiation of the work can be a stumbling block. Ensuring the availability and engagement of internal and external stakeholders for review and approval is equally critical when timelines are pressured. To expedite both processes, a dedicated team at Prism Ideas was responsible for active project management, providing a detailed schedule of anticipated timelines and reviewing responsibilities upfront to all stakeholders. This ensured all relevant materials and comments were provided in a timely manner - this enabled our medical writers and creative designers to produce a high-quality, visually-stimulating scientific poster and handouts that highlighted the unique design of the study and its current status.

Conclusion

The project led to a long-standing partnership with the Client which to date has resulted in 12 scientific posters being developed from the same clinical study

The poster was well received by local and global teams within the pharmaceutical company and stimulated much interest and discussion among renowned oncology experts at a large international congress. The project led to a long-standing partnership with the Client which to date has resulted in 12 scientific posters being developed from the same clinical study and presented at major oncology congresses in the USA and EU, as well as three scientific publications. Our familiarity with the study and the Client's working practices allowed us to work efficiently and cost-effectively to meet the Client's needs.