



INNOVEX®

INNOVEX MEDICAL  
COMMUNICATIONS

## Global Communications - The Brief

### OVERVIEW

### OBJECTIVES

- Develop a publication & communication strategy to support the successful launch of a novel product

### EXECUTION

- Raise clinician awareness of existing limitations of current therapies
- Establish novel product as the preferred product in its therapy area
- Differentiate novel product (molecule and device) from competitors



INNOVEX®

INNOVEX MEDICAL  
COMMUNICATIONS

# Objectives

OVERVIEW

OBJECTIVES

EXECUTION

- **Create a pre-launch communication platform which:**
  - Uses a 'data explosion approach' to inform target audiences in preparation for launch
  - Maximises awareness of key messages through:
    - multiple publications
    - integrating publication output with symposia, media and KOL activities
    - support of affiliates/internal stakeholders

## Market Shaping

Use epidemiology data to create unmet need

Review articles to prepare and shape the market

Patient and physician perspectives, QoL

## Product Differentiation

'Data explosion' at key congresses and as primary manuscripts

Satisfy unmet needs created in market building phase with emphasis on efficacy, patient experience, health outcomes



# Execution

