



## Case Study

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A biopharma company gained scientific platform for their innovation in phase 3.

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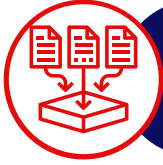
### Client

An emerging biopharma company had an asset that has phase 1 and 2 data published and was conducting phase 3 studies in rare disease indication.

### Challenge

The client wanted a strategic foundation for a product's medical communication plan and all initiatives generated from it by integrating scientific data, expected upcoming data, and treatment landscapes through coordinated scientific themes.

# Approach and Methodology



Launch Excellence Partners utilized published data to develop a comprehensive and short version scientific communication platform covering the aspects to communicate:

**1** Burden of disease

**2** Unmet need

**3** Mechanism of action

**4** Efficacy

**5** Safety

**6** Value

## Results and Impact

A biopharma company was able to communicate a unified, consistent, and clear message platform about their product to multiple external stakeholder groups.