



Working with Prism Ideas to Ensure Alignment and Consistency Across the Brands Within a Franchise

Background

Prism Ideas has a long-standing relationship with one of the world's leading pharmaceutical companies, supporting development and scientific communication projects for multiple brands and formulations within a franchise. The company is the current leader within the field and markets a drug that is considered the standard of care in several key indications.

Challenge

The pharmaceutical company had developed a new subcutaneous formulation of this drug, with the aim of providing an alternative formulation in selected markets. In addition, a next-generation drug is being developed by the company that is currently in clinical trials. As both of these compounds are expected to launch in the same indications as the company's gold-standard drug, it is important to minimise conflict between the products, as well as any negative impact on the marketed drug. A series of key statements, designed to define the drugs and provide descriptors for use in publications and presentations, had been independently developed for each product. To improve consistency and prevent use of language and phraseology that may be confusing or detrimental to one or both of the other two brands, the scientific messaging used to describe each of the three products required alignment.


Solution

In partnership with the three product teams, Prism Ideas was tasked with finding the best mechanism for aligning the teams' activities. A workshop was planned to coincide with an international congress at which the key members of each brand team would be present. In advance of the workshop, the clinical and editorial teams from Prism Ideas worked to combine their therapy area expertise with knowledge of the scientific language used in both previous publications and the current key scientific statements to identify potential conflicts for each of the three brands. Through interaction with the client and understanding of the overall product plans, the highest priority differences were identified and a set of topics for discussion were distributed to the attendees in advance of the workshop.

The workshop provided an effective forum for the discussion and resolution of any areas of non-alignment between the three brands. Effective pre-event planning and communication ensured attendance by all senior members of each brand team, encompassing a diverse range of departments and experience.

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The event was arranged to be informal and open, with frank discussion encouraged. A simple creative theme was developed by Prism Ideas and applied to the event to inspire and create an atmosphere of participation among the delegates. The group of more than 20 delegates was divided into three teams, with individuals invited to choose their preferred team based upon personal expertise and interest. Each team was assigned three topics for discussion within a set time limit. Medical Writers from Prism Ideas acted as facilitators to prompt discussion within the groups and ensure that each topic received an adequate amount of attention. After the break-out session, a self-appointed spokesperson from each team communicated their findings to the rest of the group. Further discussion ensued and the meeting concluded with the generation of a series of consensus statements for each topic, with buy-in from each of the brand teams on necessary actions.

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Conclusion

Through organisation and facilitation of a single workshop, Prism Ideas enabled one of the world's leading pharmaceutical companies to ensure that its established product was not adversely affected by the development of the next generation of drugs. Using its scientific expertise and wide range of experience in the pharmaceutical industry, Prism Ideas ensured that the key steps required to align the three brand teams were identified and met. This will assist the company to make the transition to the next generation of drugs, while maintaining its position as a leader in the clinical field.