



p-value group:
Supporting Medical Affairs

November 2024



Grounded in **Science**, Built on **Service**

To create a significant difference in your healthcare communications



Experienced

20 years

250+
full-time employees


50
pharmaceutical
companies

Knowledgeable

**Robust
in-house**
scientific
department

Reliable

70% lower
employee turnover*



Proven

Expertise in
**medical affairs
planning**



Proven Performance Across Workstreams



Commercial Teams



Medical Affairs



R&D



Sales Teams



Field Marketing



Procurement



Market Access



Therapeutic Experience

Trusted By Over 50 Pharmaceutical Companies



Cardiology



Dermatology



Endocrinology



**Gastroenterology
Hepatology**



Hematology



Immunology



**Infectious
Disease**



Nephrology



**Neurology Central
Nervous System**



Nutrition



Oncology



Ophthalmology



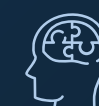
Orthopedics



Over-the-Counter



Pain



Psychiatry



Rare Disease



Rheumatology



Urology



**Women's Health
Reproductive Health**

Providing Recommendations to Support the Reach and Impact of Medical Affairs



Scientific Platforms



Publication Plans and Development

Abstracts, Posters, Manuscripts



Journal Club/ Literature Analysis and Reviews



Advisory Initiatives



Customer-Facing Content

Slides, Case Studies, Handouts, Interactive PDFs



MOA/MOD Animations



Congress Support

Symposia, Competitive Intelligence, HCP Events, Internal Meetings



Expert Videos Website Resources



KOL Tours and Peer-to-Peer Programming



MSL Training Support



p -value

Our Approach to Publications

Optimizing Data Communications



Scientific Platform

- › Works in conjunction with a publication plan to ensure consistent, accurate, and timely information
- › Sets up your publication plan for success by mapping statements to individual planned tactics to address scientific objectives



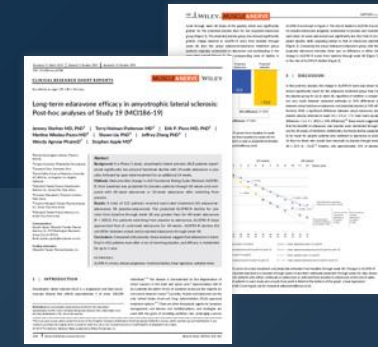
Publication Plan

- › Distributes your messaging by audience and time
- › Provides a framework to coordinate abstracts, posters, manuscripts
- › Includes clinical trial timing, congress and journal recommendations, and a map of data dissemination



Congress Activity

- › Includes congress planning and development of abstracts, posters, and oral presentations



Manuscripts

- › Primary manuscripts, secondary manuscripts, and review articles
- › Includes literature reviews and gap analyses to identify “needs” for additional literature



Publication Extenders

- › Non-traditional tactics intended to extend the reach and engagement of the target audience
- › Includes graphical abstracts, plain language summaries, author videos, infographics, etc

Our Value in Proactive Publication Management



Budget Management

- › SOW drafting
- › Budget tracking
- › Invoicing



Project Process

- › Standardized review process
- › Timeline development
- › Reviewer follow-up



Status Updating

- › Status reports
- › Weekly or biweekly update meetings
- › E-mail updates



Target Profiling

- › Congress and journal research
- › Guideline adherence
- › Deadline considerations



Author Collaboration

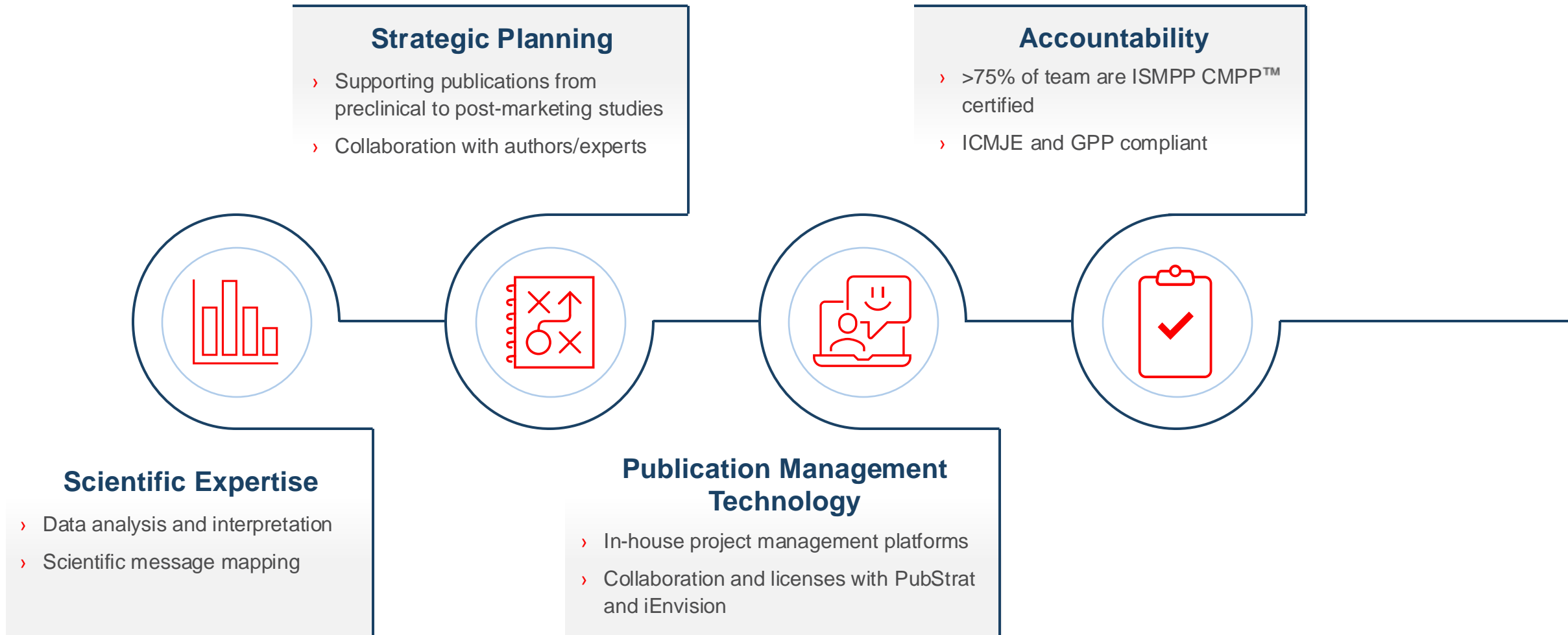
- › Author invitations at project initiation
- › Query response and data review calls
- › Follow-up for feedback



Submission Preparation

- › Mock submission
- › Author and company disclosure
- › Gathering required supporting material

The *p-value* Difference – A Comprehensive Approach





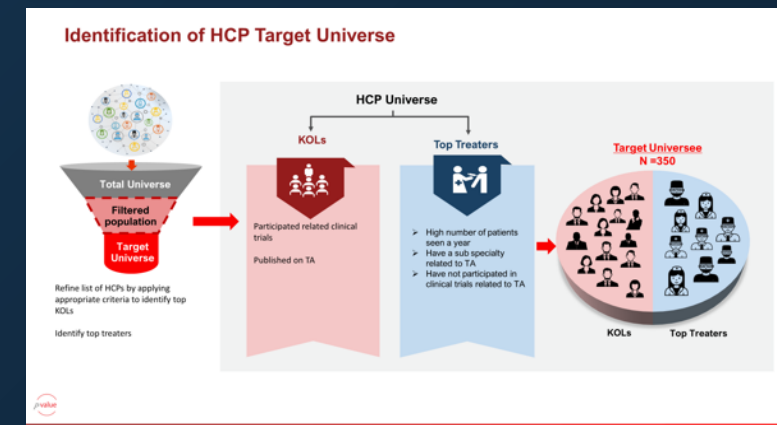
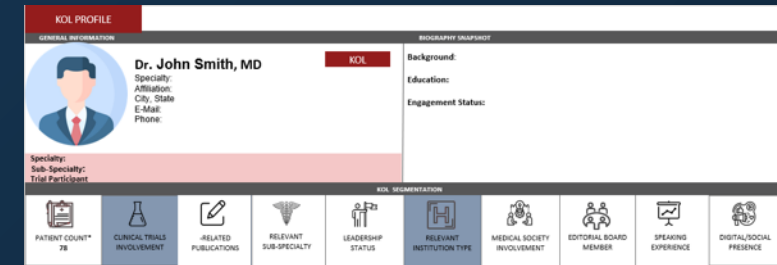
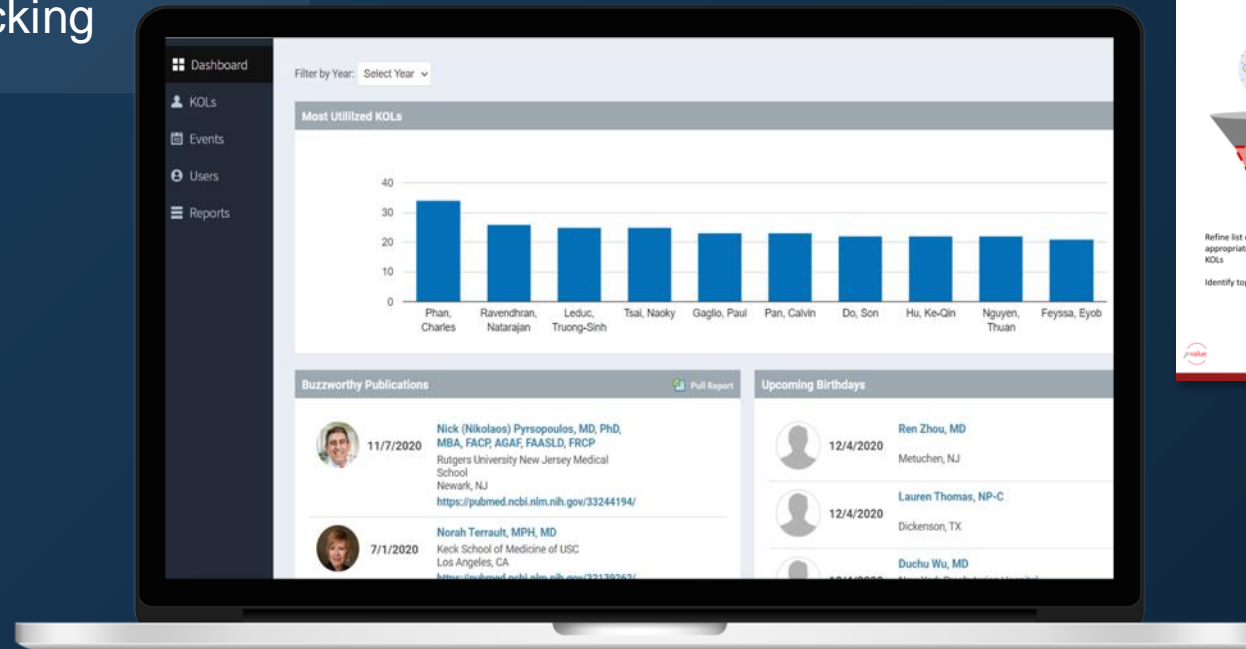
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Our Approach to Medical Affairs Programming

KOL Identification and Engagement Planning:

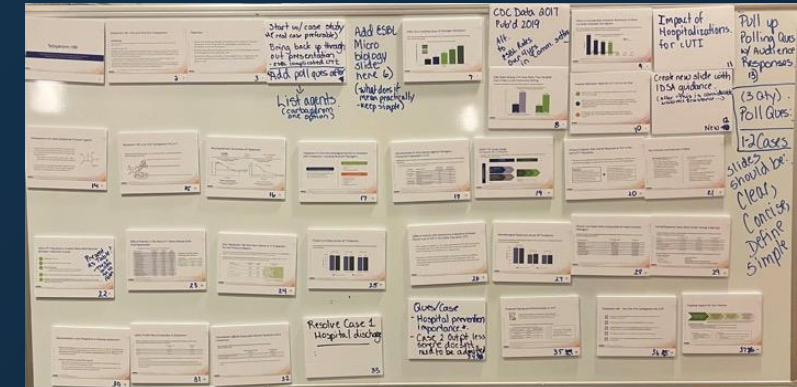
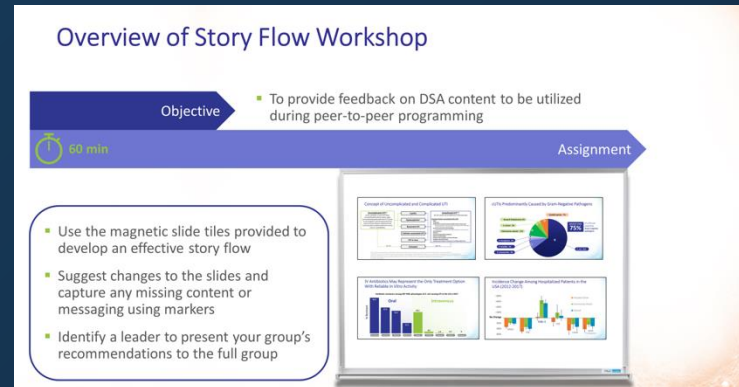
Identifying and Engaging the Right HCPs in the Right Way to Ensure a Lasting Impact

- › Identification
- › Segmentation
- › Profiling
- › Plan Development
- › Engagement Tracking



Advisory and Insight Gathering: Engaging Appropriate Advisors at the Right Time

- › Strategic Support
- › Advisor Recruitment and Management
- › Content Development
- › Workshop Development
- › Moderation Services
- › Slide Rehearsal Facilitation
- › Logistics Support (Virtual and Live)
- › Post Meeting Executive Summary
- › Timeline Management
- › Financial Management
- › Onsite Execution



Content Development: Scientific Storytelling that Engages Your Audience

- › Content Strategy
- › Medical Writing & Editing
- › Expert Validation
- › Regulatory Review Support
- › Graphic Design
- › Timeline Management
- › Various Formats
 - Slide Presentations
 - MOD/MOA Videos & Animations
 - Journal Supplements
 - Congress Materials
 - Training Modules
 - Sales Materials
 - Videos & On-Demand Modules
 - Case Materials

SCORAD: SEVERITY SCORING OF ATOPIC DERMATITIS

Assesses 3 Components

A. Assess extent of disease = 20%

B. Assess severity (rate 0-3 on scale for the most representative area, and tabulate sum)

- Erythema 2
- Edema/swelling 2
- Crusting/oozing 2
- Excoriation 1
- Lichenification 1
- Dryness 1

C. Subjective symptoms, scored on a 10-cm VAS (0-10)

- Itchiness 7
- Sleep loss 7

With these SCORAD Score = 205 + 7111/2 = 14 + 36.8

Rheumatology Pipeline Explorer

Choose a condition to explore:

SJÖGREN'S GIANT CELL ARTERITIS

SYSTEMIC LUPUS ERYTHEMATOSUS POLYMYALGIA RHEUMATICA ACTIVE LUPUS NEPHRITIS

ROTATOR CUFF TENDINOPATHY KNEE OSTEOARTHRITIS



Patient Case

WAYS TO ADDRESS ATOPIC DERMATITIS

PATIENT #1

Charlotte
7 years old
Duchess, VA

PATIENT #2

Tom
16 years old
Piedmont, NC

PATIENT #3

Robert
7 months old
Maryland

Brain Structures Affected

1. PD may begin in peripheral nervous system and/or olfactory bulb and spread to central nervous system (CNS) via neurons and lower brainstem structures.1

- Prodromal symptoms can emerge with the initial spread of pathology2
- Many patients are unaware that non-motor symptoms could be PD-related3
- Lack of early markers makes diagnosis difficult prior

Uveitis Is a Major Cause of Ocular Morbidity and Vision Loss¹

Common sight-threatening group of disorders characterized by inflammation of the uveal tract of the eye¹

Prevalence: 133/100,000 persons²

Uveitis are responsible for approximately 10% of the blindness in the US³

- Any inflammation doubles the risk of visual impairment and nearly triples the risk of blindness^{3,4}

ESE GUIDELINES

Practical Guidance for the Management of Adrenal Incidentalomas

European Society of Endocrinology (ESE) Clinical Practice Guidelines On the Management of Adrenal Incidentalomas, in Collaboration with the European Network for the Study of Adrenal Tumors

Collaboration between: European Society of Endocrinology, EUSC, EUSC, EUSC, EUSC

Supplement to **practical dermatology** September 2018

Sponsored by Regeneron Pharmaceuticals, Inc. and Sanofi Genzyme US

The Decade of AD: Applying Learnings From Psoriasis to AD

BY DAVID M. PARISER, MD, FAAD, FACP

Histamine and Other Mediators Recruit Type 2 Lymphocytes, Eosinophils, Basophils, and Neutrophils to the Skin

The recruitment of immune cells to the site of mast cell degranulation further amplifies the inflammatory response and promotes the persistence of²:

- Wheals
- Angioedema

ACSVL1 is not present in skeletal muscle; therefore, BrandName is not converted to its active moiety in skeletal muscle

BRANDNAME AND STATINS WORK IN THE SAME CHOLESTEROL SYNTHESIS PATHWAY^{1,2}

Liver

Cholesterol synthesis pathway

Citrate → ACL → HMGCR → Cholesterol

Activated DrugName → Conversion enzyme ACSVL1 → DrugName (inactive)

Statins (active) → Inhibit HMGCR

Skeletal muscle

Cholesterol synthesis pathway

Citrate → ACL → HMGCR → Cholesterol

BrandName (DrugName) drives down LDL-C by increasing LDLR expression

Empowering MSLs Through Immersive Campaign Experience



Situation

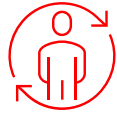
Client Medical Affairs team:

- › Better access to top endocrinologists vs commercial counterparts
- › Strong desire to conduct educational programs



Solution

- › Medical Affairs educational initiative: CASCADE



Proactive Execution Challenge Recognized

Required comprehensive MSL training:

- › Content and messaging behind CASCADE
- › Comfort with the scheduling/recruiting process for appropriate audiences



Support:

p-value aligned with client's training team for live, print, and digital assets

- › Modular content housed in a content repository integrated with MSL portal
- › Series of required On-Demand trainings
- › MSL Q&A calls
- › Expert faculty remote training



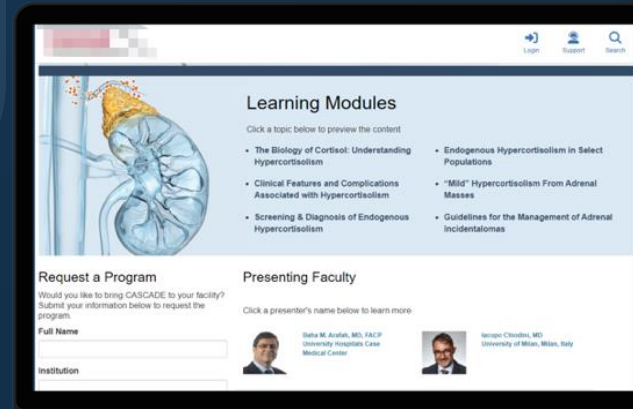
The Outcome

- › 33% increase in programs over 12 months
- › Initiative became a “go-to” in their HCP response strategy

Scientific Exchange Engagements:

Providing MSLs Opportunities to Connect With HCPs

- › Program Planning
- › Audience Recruitment
- › Logistical Management
- › Content Development
- › HCP Payments
- › Execution
 - Broadcasts
 - Webinars
 - Symposia and Conference Presence
 - MSL-Delivered Educational Programs
 - On-Demand Education
 - Podcasts



Conference Management and Planning:

Growing Your Congress Footprint With Opportunities for Unique HCP Engagements

- › Strategic Planning
- › Advertising
- › Symposia / Non-CME events
- › Competitive Intelligence
- › Scientific Posters
- › Expert Engagements
- › Booth Development
- › Onsite Execution



Empowering MSLs Through Immersive Campaign Experience



“I didn’t even know a Medical Affairs booth could look like this!”
– Company Employee

Situation:

Client Medical Affairs team:

- › Rheumatology clinical trial enrollment was suboptimal
- › HCPs were unaware of the enrollment or referral process

Solution:

Increase awareness through


Step 1:

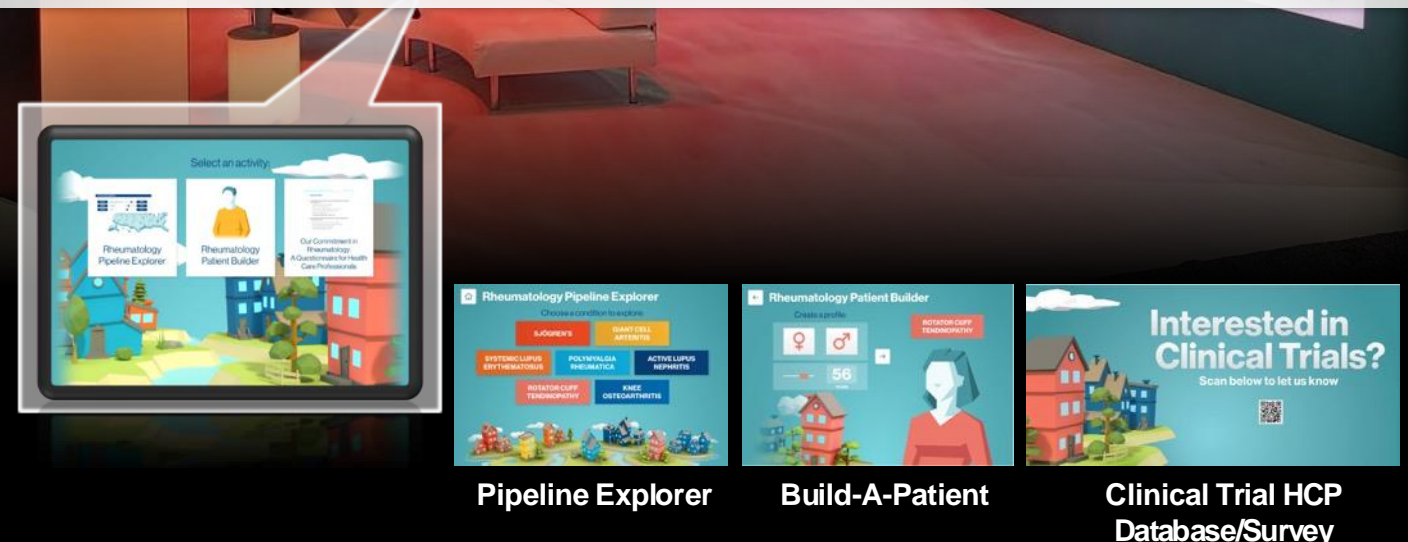
- Creative booth to differentiate client Medical Affairs
- Provide pipeline and appropriate patient type for trials
- Conduct interactive surveys to assess knowledge
- Assign MSLs to engage HCPs
- Provide QR code to collect interested HCPs for follow-up

Step 2:

- Host evening forum on clinical trial process/enrollment
 - Invite engaged booth HCPs + broad conference recruitment
- ** Note, client is restricted in using external HCP faculty

Outcome:

- › 5x increase in booth engagement:  MSL booth staffing
- › Real-time leads to new enrollment sites
- › High MSL & Compliance satisfaction rates
- › Prepared enduring assets to keep momentum
- › 100+ attendees at forum led by internal presenters



Pipeline Explorer

Build-A-Patient

Clinical Trial HCP Database/Survey

Providing the *p-value* Difference



Attention to Detail and Enhanced Concierge Support

Unsurpassed service level

Organized; timeline driven

Prioritization of client and HCP needs

Personalized experience



Consistent and Trusted Partnership

Understanding of company policies, SOPs, and internal platforms

Efficiencies among internal team workstreams

Collaboration with other agencies/3rd parties

Same team members to ensure consistency



Proactive and Accessible

Available to clients and HCPs 24/7

Quick response times

Flexible working style

Proactive vs reactive style; provide ideas and solutions before issues arise



Strategic Thinking

Deliver strategic insights and recommendations

Help evolve strategy to fit brand and market needs

Provide solutions how to further differentiate the brand



Scientific and Creative Content

Develop and refresh content to address brand objectives and feature latest data

Increased engagement via interactive content and program enhancements

Innovative approaches to post-program brand and message reinforcement

“You are great partners and it’s been good working with you. We don’t say that lightly either” – BMS Marketer



Why *p*-value?



Experience



Partnership



Scientific Acumen



**Elevated
Service**

Contact Information



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