

Medical communications case studies

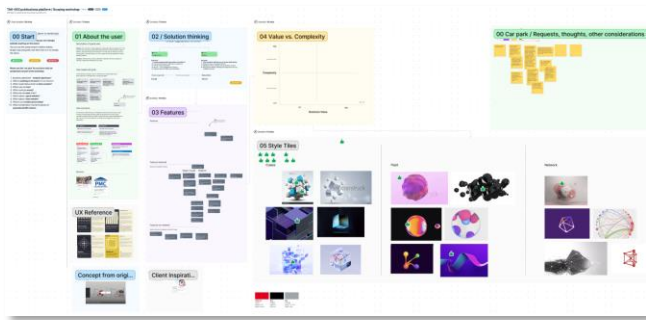


Case studies demonstrating how OPEN Health influences investment decisions for other clients



STAKEHOLDER BUY-IN

- **Client/TA/project:** Global/infectious disease/immersive digital publications platform
- We led an interactive discovery workshop to achieve internal stakeholder buy-in and define the Minimal Viable Product (MVP), in line with budget restrictions
- User stories were linked with business goals and validated with internal stakeholders from different functions
- MoSCoW prioritization was used to define “must-have” vs “nice-to-have” platform features for the MVP
- A cost/value feature prioritization matrix also enabled us to help our client best allocate budget according to the value of each platform feature



PRIORITIZATION AND ROADMAP

- **Client/TA/project:** Global/neuroscience/medical publications strategy and tactics
- For a client operating in a rapidly changing therapeutic landscape, we were asked to develop a tactical plan and associated budgets with a maximum figure agreed
- To support the client in making an informed decision, we looked for cost efficiencies and prioritized immediate tactics by:
 - Identifying existing client assets that could be adapted for the year ahead
 - Conducting a prioritization exercise with the client based on cost vs value to meeting strategic imperatives
 - Providing case studies of how similar tactics had worked for other clients in comparable areas
- We also included an unallocated 15% of the total fixed budget since the client felt comfortable with some level of flexibility, thanks to our upfront insights around upcoming changes in the market
- After a key data release mid-year, we were able to rapidly progress with a new tactic to address the new data, receiving a high level of engagement with target HCPs due to the timely release



FAIL FAST

- **Client/TA/project:** UK/respiratory/interactive digital educational tool for HCPs
- For a new surfactant treatment that would replace traditional methods of ventilation in neonatology, we proposed an interactive tool that would enable HCPs to view a real-time simulation of the surfactant in relation to different inputs
- Since the end product was going to be technically complex and costly to develop, we designed a 3D clickable prototype prior to software development to enable early testing with KOLs representing end users
- Feedback captured from testing the low-cost prototype led to time and cost savings on software and 3D model development
- Usability testing highlighted unanticipated areas of confusion from end users, and the solution was rapidly refined based on feedback



Development of an effective, early-phase medical strategy

CHALLENGE

- The Phase 2 study protocol for the target indication was being finalized at the time of initial medical strategy development
 - The asset was already in the Phase 3 development stage for another indication, from which learnings and data needed to be leveraged
 - The asset was expected to be a late market entrant in a highly competitive landscape of pipeline products with different mode of actions

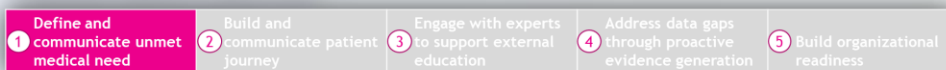
SOLUTION

- We designed a workstream to maximize our ability to leverage historical knowledge, existing analytics, and organizational strategies
- This workstream included a materials audit, 1:1 interviews, workshops, and virtual, collaborative workmats
- This allowed us to develop a medical strategy that included the following key elements and short-, medium-, and long-term considerations:
 - Strategic imperatives
 - Detailed medical drivers and objectives
 - Data generation
 - Education and scientific communication

OUTCOME

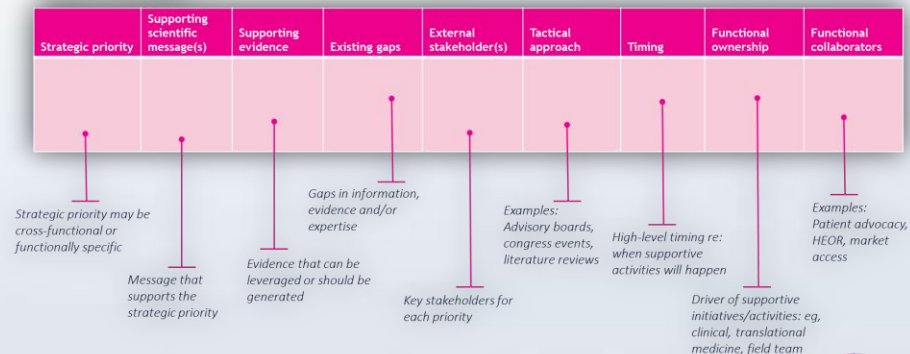
- Early development of the medical strategy contributed to building organizational readiness for the client in a therapeutic area in which they had little prior experience
- Cross-functional collaboration allowed for strategic prioritization of supportive activities and a holistic approach to execution of the plan

STRATEGIC MEDICAL OBJECTIVES



Drivers	Objectives	Near-term areas of focus and associated tactics	Longer-term areas of focus
A treatment that will halt or slow disease progression			
A treatment that improves morbidity and overall disease burden, thereby raising the bar for treatment expectations	Capitalize on safety profile from other indications/research plus nonclinical data in animal models	<ul style="list-style-type: none"> Include description in SCP and external communications, as appropriate Collect summary and develop a literature review Extract key safety data from pharmacovigilance 	<p><u>Mid-term</u></p> <ul style="list-style-type: none"> Communicate data from phase 2a and 2b studies <p><u>Long-term</u></p> <ul style="list-style-type: none"> Communicate all efficacy, safety, and HEOR data, including disease outcomes
A treatment with improved safety and tolerability profile over current options			

SAMPLE WORKMAT



A strategic mindset and fresh thinking to elevate an existing scientific communication platform

CHALLENGE

- Our client wanted to differentiate a patented delivery technology designed to enable long-lasting immune responses in treated patients
- The existing scientific communication platform (SCP) was structured based on standard scientific themes (e.g., unmet need, mode of action, efficacy, safety) and focused solely on the indication furthest along in the clinic

SOLUTION

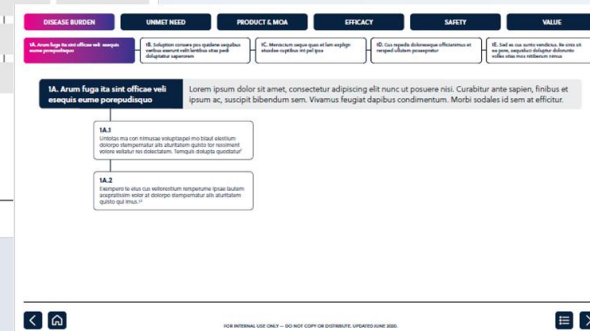
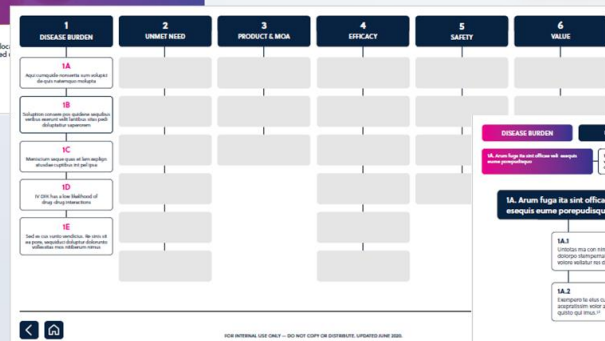
We restructured the SCP to focus on the technology and product profile, with indication-specific pillars built out separately. To do this, we:

- Designed and conducted a focused literature analysis to interrogate the SCP and plan against the available data set
- Conducted a series of 1:1s with R&D leads to identify existing nonclinical data that could be leveraged
- Developed and facilitated a series of workshops to streamline priority communication objectives and build a more fit-for-purpose narrative
- Identified key lexicon elements for refinement to redirect the perception of the technology and product

OUTCOME

A strategic, research- and evidence-based SCP that allowed us to:

- Identify communication gaps that could be substantiated with existing nonclinical evidence
- Uncover nonclinical evidence gaps that were prioritized with C-suite based on feasibility and necessity
- Train internal teams on the incorporation of a consistent scientific lexicon in their day-to-day communications
- Develop a forward-thinking medical communication plan that built on the updated SCP



Challenging the status quo and staying at the forefront of an evolving Medical Affairs environment



MEASUREMENT

- Robust measurement frameworks for external and internal engagement were developed based on:
 - **Metric value cascade** that communicates how different metrics provide different levels of value, depending on tactic, channel, and stage of educational journey
 - A **bespoke impact scoring model** that uses a weighting system integrated across channels and providing insights into educational change over time
- Internally, there has been a strong focus on feedback, iteration, and measuring the value of time and resource invested with regular reporting to senior leadership



OUTCOME

- Our client has been able to optimize efficiencies across the global franchise by focusing investment on high-quality, meaningful content
- This better serves the scientific community by providing content that resonates with their needs and ultimately supports clinical practice and improves patient care
- Based on its success, the strategy has been rolled out to 9 portfolio medicines and 10 indications within the portfolio, and learnings/best practice are continually shared

UNLOCKING POSSIBILITIES

- We were able to challenge the status quo and pave the way for a strategic and efficient approach to developing high-quality content
- We provided end-to-end support from the development of the global strategy to execution on a tactical level, providing consistent support throughout to manage change and collaboration among diverse teams with different levels of digital fluency
- By influencing the fundamental approach to content development, we provided impact with longevity and successfully supported our client's ambition of being recognized as leaders in omnichannel medical communications

“The internal steering committee has kept me well informed and engaged regarding the omnichannel strategy and importance of understanding how to best reach different audiences.”

Steering committee member

Combining omnichannel expertise and stakeholder insights: Achieving more than the sum of our parts



CHALLENGE

- Our client in a Global Strategy and Innovation role came to us after identifying that the approach to content development within the Global Oncology Medical Affairs portfolio lacked strategy and process
- There was limited collaboration and alignment between different functions, resulting in inconsistencies and inefficiencies within the franchise



SOLUTION

- We proposed the development of an omnichannel playbook for the portfolio. This playbook would provide a simple and consistent framework for omnichannel planning, while also allowing flexibility depending on life cycle stage, audience, channels, and available budget for each product
- As leaders in omnichannel, we were positioned to support the teams with audience segmentation, personalizing content, and building HCP journeys
- However, we recognized a lack of engagement and uptake from the Global Medical teams



OUTCOME

- There has been a shift in culture, enabling cross-functional collaboration and the development of a true omnichannel engagement strategy, with OPEN Health as a pivotal enabler
- Due to the success of the initial roll-out, the strategy has expanded from one product in one indication to nine products in ten indications
- Our client partnership (2 years to date) continues going from strength to strength as we face and overcome new challenges together in a fast-paced and evolving environment



WORKING IN PARTNERSHIP TO UNLOCK POSSIBILITIES

- Thanks to our trusted partnership, we were able to discuss these challenges openly with our client
- Our client was able to provide a deep understanding of the internal barriers, including:
 - Limited understanding of omnichannel in practice
 - Scepticism of the value of an omnichannel approach within Medical Affairs
 - Resource burden of doing things differently (e.g., the administrative process for approving and setting up new channels)
- This allowed us to truly understand the needs of the internal stakeholders and adapt accordingly
- By working together with our client, we were able to:
 - Incorporate project steps to build knowledge, competencies, and confidence within the Medical teams
 - Explore operational solutions and optimize collaboration to support cross-functional, omnichannel readiness
 - Manage expectations on what success looks like and timelines to achieve this

Applying a strategic, omnichannel approach to deliver innovative medical communication activities

CHALLENGE

- Vast amounts of content being produced across a Global Oncology franchise; however, metrics revealed that the target audience was not engaging with this content to the desired level
- Client was aware of the siloed approach to content development but unsure how to approach alignment across a diverse set of medicines at varying stages of their life cycle

APPROACH

- We identified the need for an omnichannel strategy to support the various teams with a consistent approach to creating compelling medical communications
- Shifted the focus from volume of content development to targeted content development that resonates with the audience, delivered via engaging formats and effective channels

SOLUTION

- We applied an insights driven approach (OPEN) to define and execute a new omnichannel strategy, bringing the Medical teams on the journey with us to ensure effective uptake and sustainability
- **OBSERVE**
 - Reviewed existing medical strategies
 - Conducted an insight analysis
 - Performed a content audit of >50 tactics
- **PLAN**
 - Defined and coordinated a new collaboration model
- **ENGAGE**
 - 1) Insights-driven audience segments
 - 2) Omnichannel engagement plans
 - 3) An interactive content management tool
- **NURTURE**
 - See the next slide for detailed measurements and outcomes, and how we unlocked possibilities for our client

1

Neurologist Migraine specialist
Profile characteristics and background

Acquired behavioural knowledge

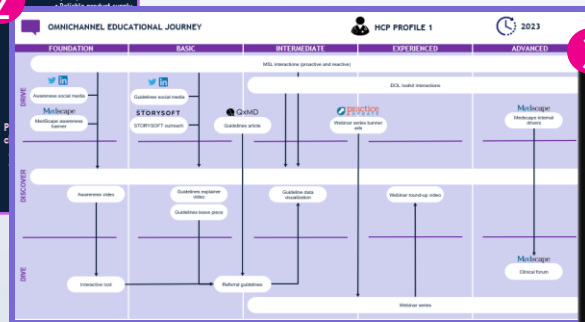
- Drivers**
 - Experience using 1 product
 - QOL data
- Behaviours**
 - Uses guidelines to make clinical decisions
 - Open to new therapies, but evidence needs to support cost
- Pain Points**
 - Reduced workload (time)
 - Reduce the amount of content
- Needs and wants**

Omnichannel engagement information

- Educational interests**
 - New study data
 - Information to help shape expert opinion
 - Information on cost
- Preferred sources**
 - Online sources (e.g. CP notebook)
 - Congresses
 - Medical/scientific platforms
 - Subject specific website

Digital literacy: High skill, regular use
Patient interaction: Medium level
Prescribing influence: High

2



3

Content audit & educational journey


Pharmacological | Intermediate | Equipment | Advanced | Thought leader

Interactive therapy management tool

- Category: Neurology
- Address: Digital Health
- Priority: High priority

Allows teams to easily filter, search, and view tagged content according to audience segments and educational level

Data visualization to improve HCP engagement: Increasing time spent on the webpage by 180%

 Infographic

 Rheumatology

CHALLENGE

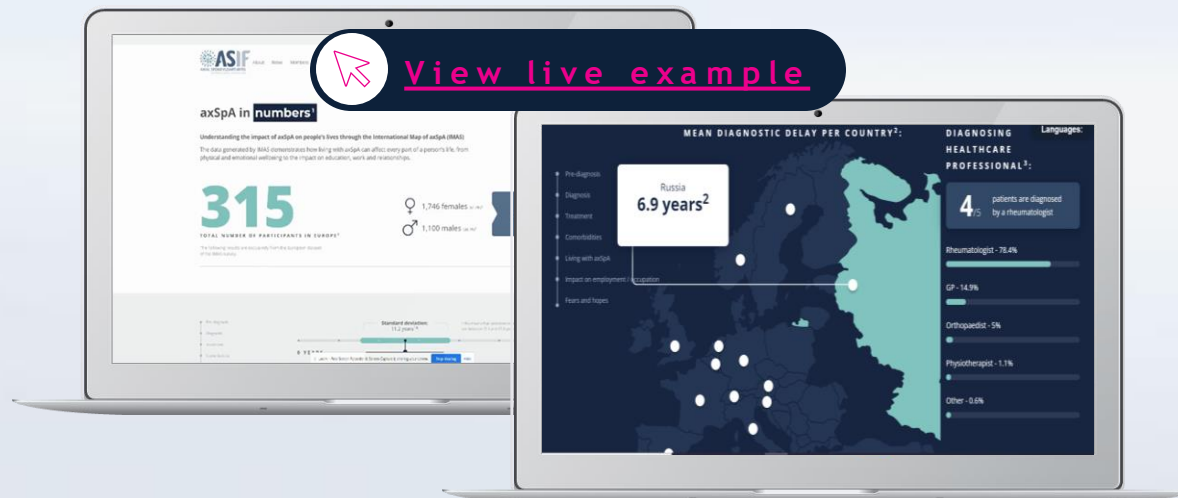
- The Axial Spondyloarthritis International Federation (ASIF) conducted a study which resulted in a large amount of data that were difficult to digest
- This challenge was heightened by a general lack of awareness of the true burden of axial spondyloarthritis (axSpA) and, therefore, limited HCP enthusiasm or urgency to engage with the study results

SOLUTION

- We developed a story flow for an interactive, scrolling webpage, using data visualization and lay language to bring the study results to life and convey the key messages in a memorable way
- OPEN Health provided end-to-end support from wireframe development to coding and integration with the ASIF website
- KPIs were developed and end-user testing took place to ensure the webpage aligned with the identified objectives

OUTCOME

- There was a significant increase in engagement with the page, including the data visualization, compared with other pages on the website
- This included a 180% increase in the time spent on the page compared with the average page across the site (from 1:42 to 4:44 minutes)



“We worked closely with OPEN Health, who designed and produced engaging webpages that met our objectives. We, and our members around the world, have been able to use the pages as a useful resource to advocate, educate, lobby, and empower patients.”

Project Manager; International Membership Patient Organization

An engaging and interactive medical exhibit that stands out from the crowd

Congress medical exhibit

Vaccines

CHALLENGE

- Need for our booth to stand out at congresses and for our client to be positioned as a leader in mRNA technology
- Align with the “create once, use many” mantra, with consideration of how materials could be re-used at multiple congresses
- Launch ‘mRNA Unlocked’ - a framework for HCPs that offers engaging educational content on mRNA science and technology by combining scientific innovation with communication excellence

SOLUTION

- The ‘mRNA Unlocked’ identity provided a unified and eye-catching look and feel that helped our client stand out from the crowd
- Booth teaser videos and signage to other activities helped maximize engagement and deliver a joined-up congress experience
- From entry to exit, visitors embarked on a journey of discovery through a series of interactive touchpoints at the booth
 - PufferSphere: a 360° video experience showing how mRNA technology works ([watch here](#))
 - An interactive iPad timeline detailed the journey of mRNA technology from past, present to future, and interactive touch tables allowed delegates to explore mRNA content in multiple formats
 - A VR activity allowed delegates to explore the science of mRNA technology as they had never seen it before
- Landing pages for further education were developed to continue learning beyond the congress
- A ‘How to guide’ was created to support local market localization and roll-out

OUTCOME

- Assets used at four Global congresses to date:
 - EuGMS 2022
 - ECCMID 2023
 - ERS 2023
 - IDWeek 2023
- Metrics and interactions during and after each congress exceeded expectations
- Positive feedback was received from local markets and there was an increase in local market uptake of assets following each congress
- Localization of booth assets is planned for use at national congresses in Japan with an expected reach of ~50,000 HCPs



Visitor reactions

“I love, love, love the mRNA Unlocked booth!”

“This booth really stands out in the crowd! I could see it a mile away!”

“The PufferSphere was such a unique and engaging way to deliver scientific information!”

A creative, medical 'movie' to capture attention at a major oncology congress

CHALLENGE

- A need to focus on sustainability of cancer care and potential solutions to enable access and innovation
- Fill a 1000-seat room, with the right audience
- Compete successfully with seven parallel symposia
- Be executed creatively, with only a 15-minute set-up time

SOLUTION

- A patient-centric, engaging, 'call-to-action' program
- An extremely high-caliber, globally recognized faculty of cancer care 'stewards'
- A captivating 'movie' theme, including a Movie Premiere
- A consistent theme across all congress activities strengthened the identity and attracted delegates

OUTCOME

- Attracted the target oncology audience - physicians, pharmacists, patient advocates, and nurses
- Met or exceeded expectations of 90% of the delegates
- Overall, 85% of the delegates enjoyed the format and level of interactivity
- **Provided a springboard for our client to own the dialog on sustainability and value in cancer care, cross-congress and beyond**



An interactive and practical webinar series, allowing the audience to dictate the agenda



CHALLENGE

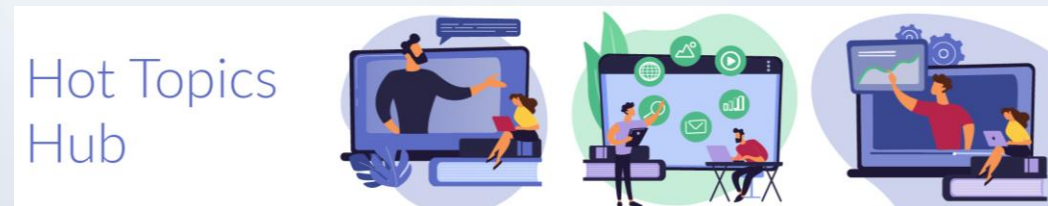
- Optimal management of cystic fibrosis (CF) can only be achieved through a holistic approach to care
- This requires collaboration across a wide range of MDT specialists including, but not limited to, physiotherapists, social workers, psychologists, dietitians, respiratory physicians etc.
- There is a need to educate the CF MDT on the need for holistic approach to care, and provide practical tips and best practices to support them in providing optimal management to patients with CF

SOLUTION

- Established an MDT steering committee to deliver a series of interactive, 1-hour long webinars, featuring short presentations and case studies from a wide range of specialties across the UK and Ireland
- Shared practical tips from clinical practice, conveying an up-to-date representation of the challenges faced by the CF community
- Implemented an agile agenda format, allowing the attendees to request and vote for agenda topics for the next webinar
- Webinar footage was repurposed to create digestible talking head videos, available for on-demand viewing on the 'Hot Topics Hub' to maximize reach and accessibility

OUTCOME

- High level of webinar series attendance, far exceeding our client's expectations for this rare disease
- The 'Hot Topics' webinar brand 'C FURTHER' has become a recognizable and established brand in the CF community
- Overall, 100% of responders agreed that the webinar was useful in supporting their everyday practice



Personalized pre-meeting engagement to maximize focus and time for discussion at the live meeting

CHALLENGE

- Pan-tumor oncology insights around omnichannel HCP engagement were needed to better understand perceptions of omnichannel among global digital opinion leaders and leading oncologists
- There was a need to understand behaviors and preferences around omnichannel, while creating an omnichannel experience that would best communicate the potential benefits of the approach to meet educational needs

SOLUTION

We created an omnichannel experience for the advisors by:

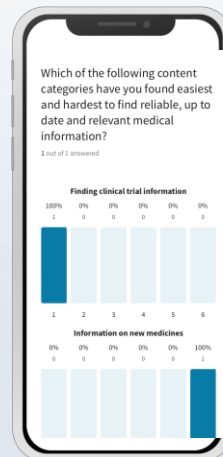
- Sharing a pre-advisory board questionnaire that assessed awareness of omnichannel as a concept, delivered via a personalized HTML email
- Developing two personalized videos which incorporated the advisors' name and explained the concepts of medical omnichannel engagement in either a "basic" or more "advanced" way
- Using the questionnaire answers and survey logic to provide more relevant personalized videos to address their specific educational needs

OUTCOME

- Personalization of the emails and videos using content relevant to advisors' educational needs led to **100% pre-read engagement** among advisory board attendees, setting us up for a successful and productive discussion during the live meeting
- Time for discussion in the advisory board was maximized due to the pre-advisory board experience and insights gathered

1

A mobile-ready website introduced the advisory board and asked questions to assess advisors' current knowledge

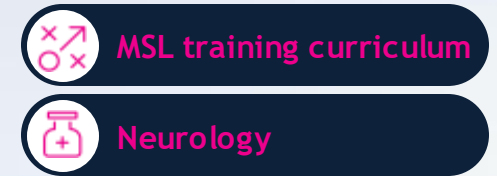


2

If advisors' answers showed a lack of awareness of omnichannel, they were directed to a personalized video explainer, which was aimed at an audience with a 'low' level of understanding

If advisors were deemed to be knowledgeable regarding current omnichannel approaches, they were directed to a video about future experiences, which was aimed at an audience with a 'high' level of understanding

An integrated MSL training curriculum and Medical Affairs program for Global and EMEA teams



CHALLENGE

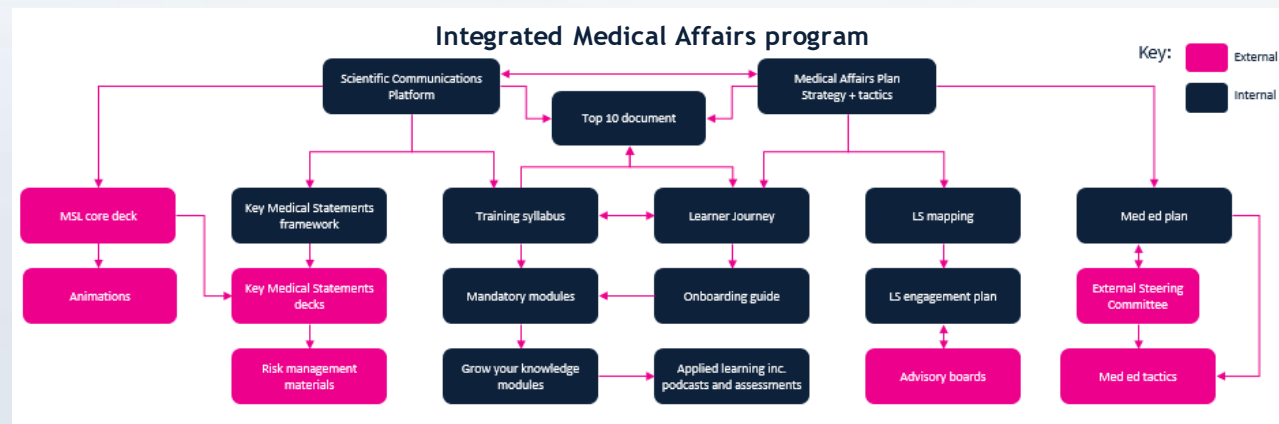
- Global launch of a new multiple sclerosis (MS) drug with a need for medical affairs to drive advocacy and differentiation
- Launching fourth-to-market product into highly competitive and mature treatment landscape
- Our client had no heritage in MS and would be competing with established specialist companies with full portfolios
- Client team lacking experience in the therapy area and competitive launches

SOLUTION

- Insight-led integrated strategy supporting Global and EMEA teams across Medical Affairs
- We challenged established client delivery models to create an agile suite of materials that targeted specific areas of unmet need and differentiation

OUTCOME

- Surpassed target on all customer-engagement metrics
- In total, there was a 50% increase in knowledge across the internal teams (20% above target)
- Overall, 80% of leading experts rated the client as a ‘trusted and credible scientific partner’
- **The Medical affairs team was awarded an additional growth budget for 2021 and 2022 to expand successful pilot project**




“I don't know how I would've got through the last year without OH. You are all brilliant.”

EMEA Medical Advisor

“OH is the best agency I have ever worked with.”

Global MAF, Vice President

Award-winning storytelling from a patient's perspective to emphasize the impact of a disease on patients' lives

 Short, educational video

 Dermatology

CHALLENGE

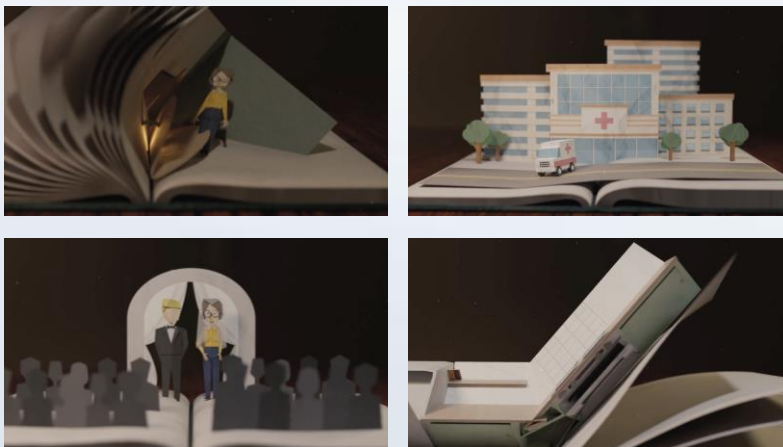
- Chronic hand eczema (CHE) is considered by HCPs to have a small impact on patients
- At EADV 2022, we needed to ensure it was clear that there is an unmet need for patients with CHE
- The brief was to convey what a life can be like with no adequate CHE-specific treatment options
- With patient interviews shown everywhere at the congress, we needed to stand out and bring the patient's story to life

SOLUTION

- We shared a real patient's perspective, letting the audience hear how the disease impacted their life firsthand
- We delivered storytelling through an animated storybook video, weaved into a KOL data presentation at a symposium

OUTCOME

- The video was viewed by over 270 dermatologists at EADV
- People who were engrossed in emails looked up; dermatologists started recording the video on their phones
- The film was localized in six markets within the first 2 months of release
- **The video won the Gold Award for Animation at the 2023 PM Society Digital Awards**



"I liked the video. Initially, maybe it seems like a kid's magical story, but you realize actually it was an emotive story of a patient."

I think sometimes when we are faced with dermatological diseases that are so evidently painful for patients which affect large areas of the body, that the 'smaller' diseases that only affect your hands for example don't seem so important. But that is not the case."

Dermatologist at EADV

 [WATCH HERE](#)

COMPLIANT FIREWALLED TEAMS



MEDICAL AFFAIRS



MED ED

CASE STUDY:



Over a 2-year period, OPEN Health has established an agency of record partnership with a top 5 pharma company, providing an integrated approach across a high-profile portfolio

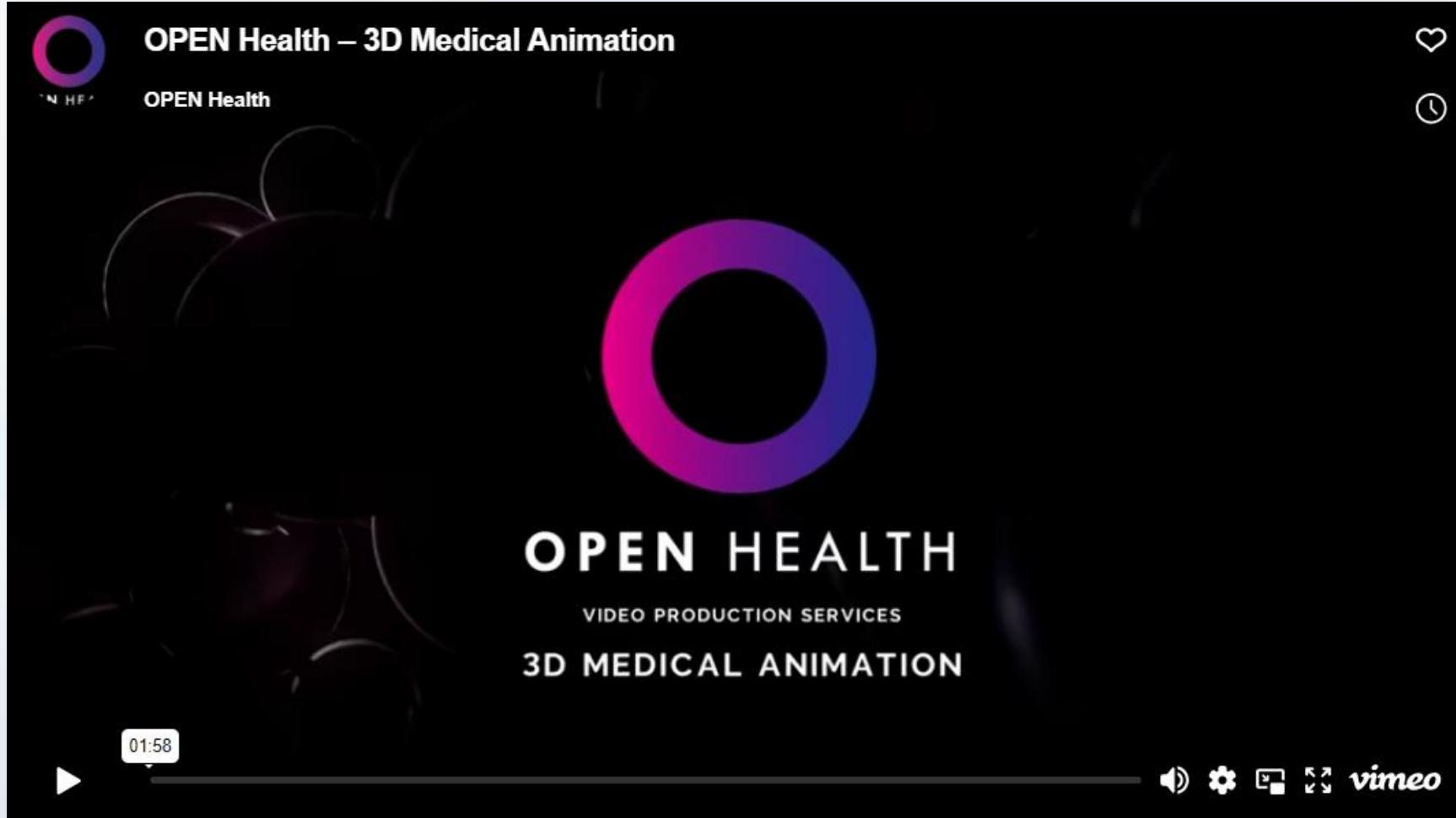
We have unlocked possibilities by establishing a tailored team who collaborate to bring together expertise including strategic commercialisation, omnichannel, medical affairs, medical comms, RWE and HEOR. Together, for the portfolio, we deliver across products, geographies and workstreams. We are the glue that joins together the dots for our clients.

Benefits realized by the client(s):

- Overarching ambitions are central to the ways of working and are considered to meet the key performance indicators for each asset
- The context of our client's challenges is deeply understood, and learnings are consistently carried forward and applied to the overarching strategic focus, and new projects
- Removes the need for lengthy tender processes for emerging business needs
- Removes the need for onboarding new teams to ensure continuity in business delivery
- Delivery of programmes of work with a vision to avoid duplication of efforts and most importantly, establish consistency of message, intent and purpose

Our in-house 3D medical animation capabilities

-  MOA or MOD video
-  Multiple therapy areas



 [WATCH HERE](#)