



OPEN HEALTH

Publications excellence



**unlock** possibilities

We understand that the publications landscape has evolved to meet the changing needs of internal and external stakeholders and will continue to evolve

Long heritage

Scientific expertise

Strategic insight

Product lifecycle support

Patient-centric approach

Cross-functional collaboration

Scalable teams

We

# unlock possibilities

for publication specialists  
through a strategic partnership  
approach, providing customized,  
innovative, agile solutions  
to exceed expectations and  
address evolving challenges

Operational excellence

Proven processes

Compliance drivers

Data dissemination plans

Innovative solutions

Extender recommendations

Cutting-edge technology

# Unlock possibilities with our wide-ranging expertise

## Publications

- Abstracts
- Congress support
- Posters
- Data visualization
- Delphi consensus panels
- Gap analyses
- HEOR and RWE publications
- Patient-authored publications
- Manuscripts
- Literature reviews
- Publication analytics
- Plain language summaries
- Publication extenders
- Steering committees
- Strategic publication plans

## Medical Affairs strategy

- Advisory boards
- Evidence gap assessments
- Evidence generation plans
- Lexicons
- Omnichannel strategy
- Scientific communications strategy
- Scientific platforms/narratives
- Strategic planning workshops

## Scientific communications

- Advisory boards
- Congress coverage
- HCP portals
- Data dissemination
- Medical information
- MSL training (L&D)
- KOL engagement
- MSL slide decks and toolkits
- Omnichannel communications and education
- Peer-to-peer programs
- Symposia/standalones
- Preceptorships
- Speaker training (medical)

## Powered by insight to deliver a “patient-first” mindset

- Health psychology
- Patient journey mapping
- Health literacy
- Patient engagement strategy
- Patient advocacy mapping
- Patient and advocacy advisory boards
- Patient preceptorship
- Patient support programs
- Psychological support modules
- Patient disease awareness and education

With our deep scientific acumen and industry heritage, we have the know-how to optimize the development and enhance the value of your publication

## Experience



Delivering publications for **20+** years



Global, regional, and local publication programs

## In the past year...

**>850** manuscripts

**>1400** abstracts

**>170** publication plans

**>170** digital or multimedia enhancements

## People



**>360** in-house medical writers



**>330** advanced degrees



**30** ISMPP CMPP™ certified staff

# Unrivaled experience and insights shape our strategic approach to delivering publication programs



# Our publication planning and execution services: Ensuring quality, compliance, timeliness, and maximal reach of your scientific publications



## Strategy

Landscape analyses

Literature gap analyses

Publication planning

Lexicons

Scientific platforms

Evidence-generation planning

Lifecycle management

Content repositories



## Expert engagement

Publication steering committees

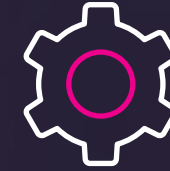
Investigator meetings

Advisory board meetings

Steering committees

Patient advocacy groups

Relationship development with timely reviews



## Tactical delivery

Clinical primary/secondary manuscripts

Review manuscripts

HEOR publications

Abstracts/posters/oral presentations

Simultaneous publications

Tracking and plan updates

Plain language summaries

Internal education and training

Activities to extend reach

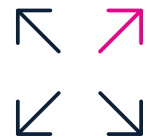
# A meticulous publication development process that supports your publications strategy across the product lifecycle

*Dedicated team to support publications at any stage of development*



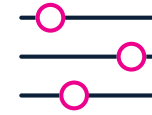
## Internal alignment

- Data disclosure and communication plan
- Publication objectives
- Timeline development



## External alignment

- Author insights on data and unmet medical need
- Expectations on timing of reviews and approvals



## Draft development

- Fully annotated and referenced drafts
- Coordinated author reviews and approvals
- Documentation of comments and revisions



## Project delivery

- Congress submissions
- Journal submissions
- Scientific presentations
- Scientific communications

*Aligning evidence communication throughout the product lifecycle*

Discovery and Phase 1



Phase 2

Phase 3

Registration

Peri-/post-approval

Lifecycle



# Our integrated structure and internal processes drive efficiency and alignment to improve project outcomes and support our clients to do more with less



*Author involvement throughout process*



## Strategic review

ensures materials are developed in accordance with agreed objectives

## Scientific review

ensures accurate interpretation of data and clarity of communication

Established processes for data checking and version control

Appropriate allowances for quality control within timelines

Experienced in-house medical editors

Experienced in-house designers

Rigorous sign-off procedures

**Editorial review** ensures well-written, professional, and engaging content aligned to medical objectives, scientific messages, and target audiences

ICMJE

**Compliance review and publication tracking procedures** assure adherence to pharmaceutical compliance regulations and Good Publication Practice



Datavision



anju  
PubStrat

OPEN HEALTH

# Innovative and forward-thinking approaches to drive engagement and enhance reader experience through publication extenders



## Audio

Podcasts



## Video

Video abstracts,  
MoA animations



## Mobile

QR codes,  
microsites



## Interactive

Case studies,  
infographics



## Patient-first

Plain language  
summaries

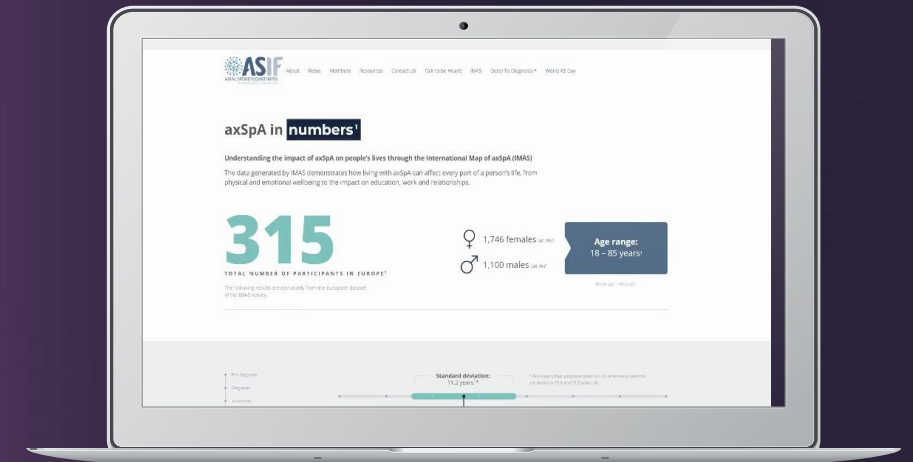
Enhance reader retention | Increase number of downloads | Improve chance of acceptance

Metrics constantly measure reach and impact,  
allowing for refinement to ensure continued relevance and resonance

# Partnership between subject matter experts and designers for data visualization that creates impact



Example of data visualization via three different routes



*“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**

[Link to site](#)

## Four reasons why we are the right publication partner for you

Innovative  
publication  
experts with  
extensive  
heritage

Scientific  
and creative  
prowess

Strategic  
partnership serving  
as an extension of  
your team

Operational  
excellence focused  
on processes,  
compliance, and  
quality

The OPEN Health model ensures you have the right people,  
breadth of skills, and expertise at the right time,  
with scalable resource to align with growth



**unlock** possibilities

[openhealthgroup.com](https://openhealthgroup.com)



**OPEN HEALTH**

We respectfully notify you that our business, in common with the wider healthcare industry, is built upon respect of intellectual property. This document has been produced without fee. It and the intellectual property within remain the property of OPEN Health Communications LLP.

No part of this document or any other sample materials supplied may be reproduced, stored in a retrieval system, or transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without the prior written permission of OPEN Health Communications LLP.

© 2024 OPEN Health Communications LLP. All Rights Reserved.