



Medical Writing Centre of Excellence

Regional Consolidation of Medical
Information Responses for Top 3 Global
Pharmaceutical Major

Regional Consolidation of Medical Information Responses and Implementation of a Document-Management System

Top 3 Global Pharma

Business Need

- The client required long-term medical writing support for publication as well as congresses.
- Devise publication plans and provide timely end-end management and content support for publication and congresses .

Our Solution

- Co-selection of writers, mapped to specific therapy areas, followed by training on client SOP and systems.
- Dedicated team of 12 offshore medical writing FTEs and editorial as well as graphics support provided by a common pool.
- Full-scale delivery of publication and timely congress support commenced within 6 weeks.

Outcome

- Performance with 1 year: 8 manuscripts developed, 3 accepted; 12 posters/10 abstracts on time for congresses, 3 speaker presentations delivered
- Scope expansion planned after 1 year, to include global medical information responses, clinical summaries, training content.



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