

# SCIENTIFIC AND MEDICAL WRITING SERVICES

Accurate | Efficient | Compliant

## Trending

The global medical and scientific writing outsourcing market was valued at \$1.4 billion in 2020 and is expected to grow at a CAGR of 12.% for 2021-2028. Increasing investments in R&D and high rates of patent expiration are driving the need for a higher number of clinical trials.

Moreover, pharmaceutical companies are evolving their advertising strategies to improve patient outreach. The growing influence of social media on customer's decisions has compelled pharmaceutical and biotechnology companies to reconsider their marketing strategies. There is an increasing focus on plain language and layman summary for better consumer communication.

Besides, major Health authorities have different regulatory requirements to ensure patient safety for clinical trials.

Pharmaceutical companies have started to adopt the latest technologies to translate diverse regulatory requirements into harmonized clinical and regulatory documents.

## Opportunities & Challenges

Pharma and biotechnology companies are launching clinical trials globally for quicker approval and diversified geographical reach, which requires experienced, skilled writers in medicine. However, the number of medical writers is not increasing at the same rate, resulting in the shortage of professional writers in medicine.

Taking a new drug from concept to market requires writing and submitting hundreds of thousands of documentation pages. All documents and reports must be accurate, efficient, and fully compliant to minimize time to market. Moreover, factors like cost-effectiveness, the growing influence of social media on customer's decision, and the ever-increasing need to translate diverse regulatory requirements into harmonized clinical and regulatory documents have compelled the pharma companies to outsource the medical and scientific writing services.

Pharmaceutical companies are looking for consultative partners with a more comprehensive domain understanding of clinical data management and technology backbone to digitize processes and seamlessly address dynamic changes.



## Benefits for the manufacturers

Increased speed to market through accurate, efficient, compliant medical and scientific writing

- Reduced cost of medical and scientific writing in the product lifecycle
- High-quality documents ensuring preventing episodes of rewrites and delays
- Improved agility to swiftly address any additional rework
- Product positioning through the engagement of Key Opinion Leaders (KOL)

## Medical and Scientific Writing Services

### CLINICAL DOCUMENTS

- Protocol review & amendments
- Investigator brochure development
- ICF design
- eConsent development
- Clinical overviews & summaries
- Clinical narratives
- Clinical study report
- Standalone QC of clinical study report
- Clinical evaluation report for medical devices submissions
- Clinical trial registry
- Clinical disclosure & layman summary

### SCIENTIFIC & PUBLICATION DOCUMENTS

- Abstract development
- Manuscript development
- Poster content
- Content review for journals
- Scientific training content
- Presentation slide sets (content design & graphics)
- Digital content development (social/ blog/ website)
- Marketing collaterals
- Promotional compliance

### PATIENT ENGAGEMENT PROGRAMS

- Patient advocacy support (voice/ non-voice)
- Patient enrollment management
- Enrollment form validation
- Eligibility validation
- PAP/ PSP coordination
- Data reporting services
- Safety reporting
- Product & medical information support

## Service Assets



100+  
Medical Professionals



20+  
Therapeutic  
area  
experience

**TEmpower**

Patient  
Engagement  
Platform



Ready to use  
checklists and  
customizable  
templates



Flexible  
engagement  
models

## Differentiators

- End-to-end medical and scientific writing service portfolio ensuring meticulous quality control and timely submissions
- Expertly written documents, reducing costly rewrites and delays
- Extensive experience with innovator, generic and biologic products
- Product positioning with the strategic publication
- Engaging across audiences to optimize communication Strategy
- Standard SOPs & customizable templates along with multi-layered quality checks to increase the first-time-right quality

## Cases

**Publication strategy design and execution of new ophthalmic product for a top 10 US-based pharma**

- 30% reduction in cost and 25% faster approval of the product
- Approved in regulated and semi-regulated markets with a revenue of 20 billion\$ in the first 3 years

**Product approval within 5 months from completion of clinical study**

- Quick turn-around for a COVID-19 treatment drug
- Scientific articles approved in high impact international journals facilitated drug approval