

# Design and execution of publication strategy for a new ophthalmic product

30% reduction in cost and 25% faster approval of the product

## Scope

- Onboard experienced resources in an ophthalmic domain to develop publications for pivotal study results
- Strategic level publication for drug positioning compared to the competitor product
- Preparation of manuscripts for high impact journals, slide deck, and congress material
- Design scientific communication roadmap

## Scaling to next level

- Drug positioning in the market in major regulated and semi-regulated to market to achieve business objective
- Extension of the product indication in the regulated market

