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

info@tataelxsi.com