EVERSANA'S MEDICAL AFFAIRS

Content Development Services









With expertise in **end-to-end medical information solutions**, EVERSANA is uniquely positioned.

- A transition from developing content just for healthcare professionals to also having content for payers and patients/consumers/caregivers
- Crucial to understand your target audience and content needs
- Huge internal data repositories and insightful dashboards to understand stakeholder preferences and content needs

With a focus on **patient-minded** values, EVERSANA integrates one medical voice while ensuring compliance requirements to facilitate effective clinical decision-making and positive patient outcomes.

- e Expertise to ensure **content alignment** with scientific platforms, publication plans, scientific lexicons and medical strategy
- Capabilities in building knowledge repositories aligned with customer strategies
- Expertise in developing truthful, accurate, balanced, scientific and non-promotional content
- Literature surveillance capabilities

With a focus on **win together**, EVERSANA understands the need for stakeholder preferences, efficiency and quality while delivering medical information content solutions.

- Need for a strategy for writing scientific responses that allow the right information to be delivered in the right format to the right stakeholders
- Developing and disseminating medical information content with digital in mind to support omnichannel delivery of information
- Expert resources to ensure minimal oversight of and resource burden on clients

With a focus on **client delight**, EVERSANA understands the need to ensure the right level of support for end users and modify the approach when necessary. We **own every client experience and its impact on results.**

- Capabilities to track stakeholder feedback to ensure content optimization
- Established checklists and plans to ensure alignment with the latest product labeling and new publications
- Established checklists and plans for review and approval of materials

EVERSANA's Content Development Capabilities and Strategy





Content Development Capabilities

- 1 Style Guides and Templates
- Traditional Scientific Response Documents (SRDs), Frequently Asked Questions (FAQs) and Custom Response Documents (CRDs)
- Innovative and Digital-Friendly Content (Interactive PDFs of SRDs and FAQs)
- 4 Global and Regional Content
- 5 Innovative Infographics
- 6 Patient- and HCP-Specific Content
- 7 Medical Slide Decks
- 8 Literature Alerts and Surveillance Reports



