

Innovations in Medical Communications and Information

<https://marketpublishers.com/r/I03AFD4E539EN.html>

Date: July 2015

Pages: 0

Price: US\$ 595.00 (Single User License)

ID: I03AFD4E539EN

Abstracts

Today's medical information and communications teams must look "outside the box" for cost-effective solutions to connecting with an increasingly diverse audience. This report will help you understand which communications are really making a difference and how to assess them.

Get an insider's look at how your colleagues and competitors in pharma are using technology to meet communications challenges.

Answers to Key Questions

Which of today's communications innovations are making a real difference in medical information and communications?

What feedback are companies getting from their constituents as they explore innovation in medical information and communications?

As healthcare providers and other external stakeholders become increasingly busy and distracted, how can you best be sure of reaching them?

How are communications likely to continue to evolve over the next five years?

What is the one critical element that every communication today must include?

Key Issues Explored

What is the right balance between traditional and digital forms of communication?

How are the industry's leaders making use of technology to enhance vital communications with constituents?

How should you assess the value of new platforms and technologies?

What can and should you do to help healthcare providers deal with information overload?

Should you be outsourcing more of your communications activities?

Top Takeaways

To succeed, new platforms and technologies must deliver a truly new experience, rather than simply repackage existing information

Having the right systems and processes in place can help ensure regulatory compliance as well as internal efficiency

Virtual engagements will continue to increase, and ultimately surpass physical engagements with customers and constituents

Medical information and communications teams must look “outside the box” for cost-effective solutions to connecting with an increasingly diverse world on increasingly complex topics

Innovation in communications is a competitive advantage

Contributors include senior-level professionals from Astellas, AstraZeneca, Gilead, Novartis, and Teva.

If effective, timely, compliant medical information and medical communications are important to your business, you need to read *Innovations in Medical Information and Communication*.

About FirstWord Reports

FirstWord is an innovative industry intelligence leader serving over 240,000 Pharma and MedTech professionals worldwide. FirstWord offers a range of products and services designed to help your company gain a competitive edge by making key business decisions with speed and confidence

FirstWord Pharma PLUS is a personalised and comprehensive intelligence service delivering up-to-the-minute pharma news, insight, analysis and expert views of importance to your company's success.

FirstWord Reports deliver timely, need-to-know intelligence about your products, your competitors and your markets. Covering biosimilars, market access, medical affairs, sales & marketing, technology and therapy areas, FirstWord Reports provide expert views and intelligence on the challenges facing pharma today.

Contents

- 1. EXECUTIVE SUMMARY.**
- 2. METHODOLOGY AND OBJECTIVES**
- 3. CONTRIBUTORS**
- 4. MEDICAL COMMUNICATION**
- 5. WHAT IS MEDICAL COMMUNICATION?**
- 6. CHALLENGES IN MEDICAL COMMUNICATION**
- 7. COMMUNICATING EFFECTIVELY WITH EXTERNAL STAKEHOLDERS**
- 8. ENSURING ACCESS TO QUALITY INFORMATION.**
- 9. BEING INNOVATIVE IN A COST-CONSTRAINED ENVIRONMENT**
- 10. REGULATORY COMPLIANCE**
- 11. INNOVATION IN MEDICAL COMMUNICATION AND EDUCATION**
- 12. CASE STUDY: INNOVATION TO ADDRESS SPECIFIC CHALLENGES**
- 13. DIGITAL TECHNOLOGY INITIATIVES FOR INNOVATIVE MEDICAL EDUCATION**
- 14. PLANNING AND ADAPTING FOR DIGITAL COMMUNICATION**
- 15. OUTSOURCING COMMUNICATION ACTIVITIES**
- 16. THE FUTURE ROLE OF INNOVATION IN MEDICAL COMMUNICATION**
- 17. WIDER USE OF VIRTUAL MEETINGS**
- 18. INNOVATION SHOULD DELIVER SOMETHING NEW**

19. THE BASIC NEED FOR INFORMATION HAS NOT CHANGED

20. STRIKING A BALANCE BETWEEN DIGITAL AND TRADITIONAL COMMUNICATION.

21. A CASE FOR INTERACTIVE MEETINGS AND NETWORKING WITH OTHER HCPS

22. BUDGET AND LOGISTICS

23. AN INNOVATIVE MIX OF VIRTUAL AND PHYSICAL MEETINGS?

24. MEDICAL INFORMATION

25. WHAT IS MEDICAL INFORMATION?

26. STRUCTURE AND DELIVERY OF MEDICAL INFORMATION

27. PROVIDING A SEAMLESS MEDICAL INFORMATION SERVICE

28. THE GLOBAL MEDICAL INFORMATION FUNCTION

29. COUNTRY LEVEL MEDICAL INFORMATION

30. CONTRACTING-IN MEDICAL INFORMATION DELIVERY

31. CHALLENGES AND OPPORTUNITIES FOR MEDICAL INFORMATION

32. STAYING UP TO DATE WITH SCIENTIFIC INTELLIGENCE

33. RISING ABOVE THE INFORMATION OVERLOAD.

34. OFFERING MULTICHANNEL SOLUTIONS WHILE REMAINING COMPLIANT

35. INNOVATIVE PROCESSES AND SYSTEMS

36. HANDLING AND RECORDING MEDICAL INFORMATION ENQUIRIES

37. CASE STUDY: INNOVATION TO IMPROVE EFFICIENCY IN MEDICAL ENQUIRY

HANDLING AND RECORDING.

38. KEEPING INFORMATION UP TO DATE

40. HARNESSING DIGITAL TECHNOLOGY FOR MEDICAL INFORMATION PROVISION

41. CASE STUDY: MAKING INNOVATIVE SOLUTIONS PART OF EVERYDAY BUSINESS

42. MEDICAL INFORMATION ONLINE

43. ABBVIE

44. ASTRAZENECA.

45. BRISTOL-MYERS SQUIBB

46. FRESENIUS KABI

47. GLAXOSMITHKLINE.

48. JANSSEN

49. MERCK & CO

50. NOVARTIS

51. PFIZER

52. SHIRE

53. LIVE ONLINE CHAT

54. CASE STUDY: GILEAD'S DEDICATED MEDICAL INFORMATION WEBSITE

55. A MEDICAL INFORMATION PORTAL?

56. KEY FINDINGS

I would like to order

Product name: Innovations in Medical Communications and Information

Product link: <https://marketpublishers.com/r/I03AFD4E539EN.html>

Price: US\$ 595.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/I03AFD4E539EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970