

Innovations in Medical Communications and Information

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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*.

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