



Publications and Marketing Support

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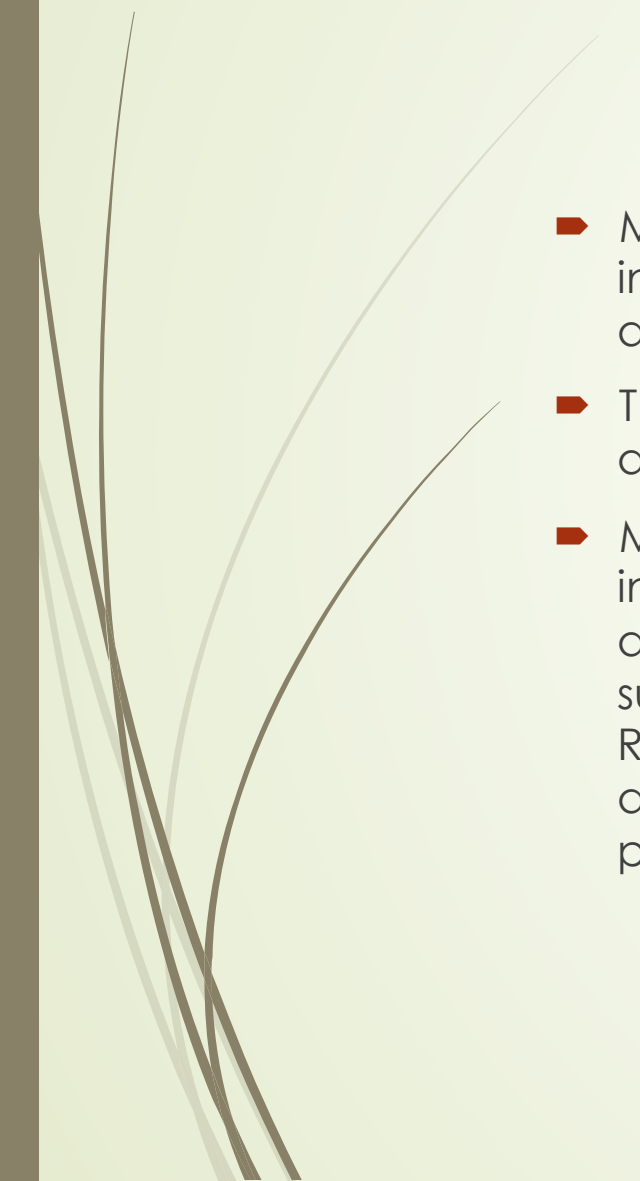
Publications



- ▶ Peer-reviewed journals are optimal.
- ▶ First authors should be PIs who conducted the study, not company personnel (better credibility)
- ▶ Develop an Advisory Board for each trial with academic personnel who will be willing to travel to medical conferences to share results of trials and address controversial issues
- ▶ Put copy of publications on company website
- ▶ Make sure publications match claims in SPC



Marketing Support

- ▶ Marketing personnel should be involved at concept phase of CDP and instrumental in writing the SPC
 - ▶ They can do market research for you and assist in identifying good PIs
 - ▶ Medical, and legal personnel must sit in room with marketing representatives and review all advertisements to make sure they comply with SPC. Otherwise Regulatory Agency can withdraw adds and perhaps fine pharmaceutical company.
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Advertisements



- ▶ The Marketing group will give good suggestions for where to publish adds, air TV commercials and radio adds.
- ▶ Marketing will have ideas about actors to use in these adds
- ▶ This group will also put together focus groups to assist in the commercial name of product and how the general public assesses the new product.
- ▶ Be friends with marketing group but make sure they respect your medical judgment so that there are no false claims/advertising



Position Papers

- ▶ Publications
 - ▶ Company Web site
 - ▶ Presentations at meetings
 - ▶ Journal and/or TV and radio ads
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Day 3 Assignment Working Group

- Write a journal add and a TV or radio add for your product!!
 - Perform at end of afternoon
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