

Life Sciences

Guidehouse: Your Medical Affairs Partner Every Step of the Way

Strategically Supporting Your Medical Communication Needs

The Evolving Medical Affairs Landscape

Medical Affairs teams are responsible for disseminating and effectively communicating meaningful, accurate, and unbiased clinical and scientific data to healthcare professionals. Over the past decade, the Medical Affairs function has evolved, expanding its remit beyond scientific exchange with healthcare providers to include communication with patients, payers, and other stakeholders. To communicate data effectively and to reach the appropriate audiences at the right time using the right channels, Medical Affairs must cultivate a strong and consistent method of communication both within the company and in collaboration with a variety of stakeholders.

The Guidehouse Medical Affairs Approach

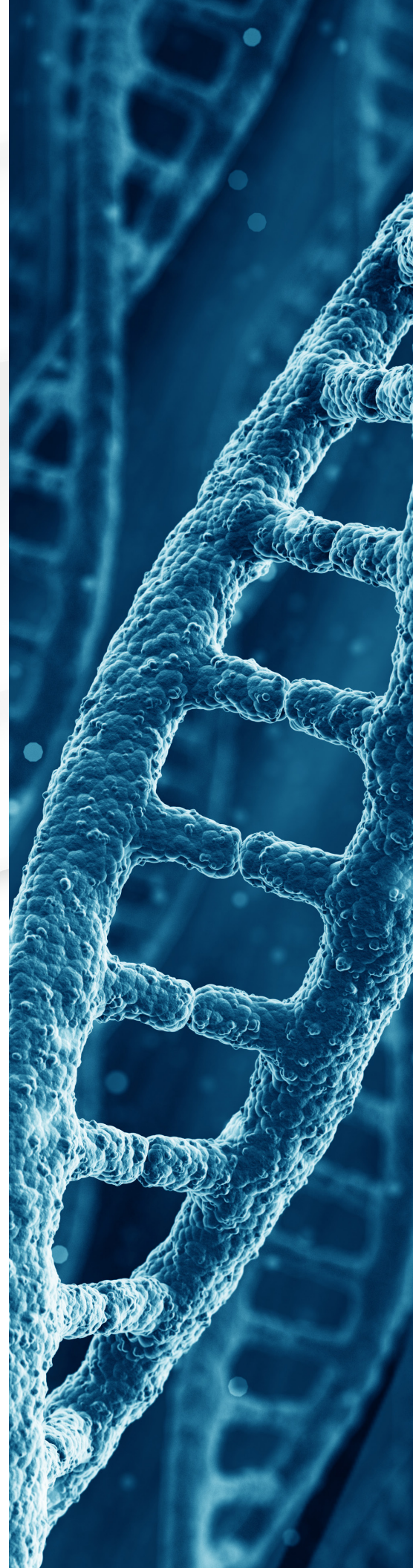
Guidehouse offers a preeminent set of skills and capabilities covering medical communication, evidence generation, stakeholder engagement, strategic planning, and compliance framework development. We work with you to create tailored solutions to address the strategic, organisational, and operational needs of your business and Medical Affairs function. We provide a broad array of Medical Communication services, including:

- Development of a data dissemination strategy
- Medical communication and publication planning
- Medical information planning and setup support, including writing standard response documents
- Product and disease training, such as the development of dashboards, FAQs, website content, and training decks

Who We Are

Guidehouse has built an international reputation as a leader and trusted partner for life sciences companies that seek to mitigate risk while achieving exceptional growth. We work closely with pharmaceutical companies, biotechnology, and medical technology manufacturers to help deliver measurable and transformative results. Our consultants help life sciences clients develop insights and solutions to address business challenges, and to optimise decision-making at the product, business unit, and enterprise levels.

With over 50 years of combined Medical Affairs experience, our team of scientists, clinicians, and business strategists supports emerging and established life sciences companies across the product life cycle. Our experience spans a range of Medical Affairs needs across Europe, the United States, Asia-Pacific, Africa, and the Middle East.



Guidehouse Medical Affairs Case Studies

Learn how Guidehouse has advised pharmaceutical, biotechnology, and medical technology companies to enhance their medical communication and deliver value to their organisation and its stakeholders.

A BIOTECH WITH A NOVEL VACCINE NEEDED TO ENSURE CONSISTENT MEDICAL MESSAGING

An emerging biotech developed a novel vaccine that had to be rolled out quickly to address urgent public health needs at the height of a pandemic. The company did not yet have an established Medical Affairs function and its vaccine used new technology that neither the scientific community nor the public had extensive exposure to. The company required rapid development of a communication platform to ensure a consistent, data-driven medical message was delivered to healthcare providers, the public, and policy-makers.

Guidehouse leveraged real-time data and primary research to build a robust and adaptable communication platform outlining the vaccine's mechanism of action, emerging safety and efficacy data, and storage and transportation information. This messaging was essential to making providers and the public understand the clinical data and how the vaccine worked so that they would feel comfortable embracing the new technology.

A PHARMA PARTNER REQUIRED A STANDARDISED FRAMEWORK FOR COORDINATED PRODUCT COMMUNICATION

An established multinational pharmaceutical company was preparing for multiple new product launches in various therapeutic areas. They sought guidance from Guidehouse to develop a standardised communication framework to better plan and harmonise communication activities across internal functions including Medical Affairs. Guidehouse developed a replicable and adaptable communication framework that could be applied across therapeutic areas and product types and helped the company align cross-functionally on key communication objectives, stakeholders, and communication activities mapped to development and launch timelines. The framework captured interdependencies between individual communication activities as well as internal supporting functions.

This approach encouraged cross-functional collaboration early on and allowed for iterative refinement throughout the product development process. The framework allowed the company to coordinate multiple product launch communication plans and define activities to maximise awareness and prepare the market.

Get in Touch with the Guidehouse Medical Affairs Team

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About Guidehouse

Guidehouse is a leading global provider of consulting services to the public and commercial markets with broad capabilities in management, technology, and risk consulting. We help clients address their toughest challenges and navigate significant regulatory pressures with a focus on transformational change, business resiliency, and technology-driven innovation. Across a range of advisory, consulting, outsourcing, and digital services, we create scalable, innovative solutions that prepare our clients for future growth and success. The company has more than 10,000 professionals in over 50 locations globally. Guidehouse is a Veritas Capital portfolio company, led by seasoned professionals with proven and diverse expertise in traditional and emerging technologies, markets, and agenda-setting issues driving economies around the world. For more information, please visit: www.guidehouse.com.

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