

CASE STUDY

As a part of market access strategy, client wanted to defend their product pipeline for a particular disease area.

The Challenge

- Effectively communicate information to external stakeholders such as physicians, patients and payers.
- To disseminate unbranded information about the characteristics of disease, and how it affects patients.

SIRO Solution

- SIRO RWE publication writing team helped systematic dissemination of real word evidence/patient reported data through peer reviewed publications as a part of disease awareness program to support their product pipeline.
- Helped client for publication planning, including timing and sequence of publications.
- Writers communicated efficiently with statisticians to understand the data analysis and methodology used to generate the data to be disseminated.
- Team has successfully submitted more than 10 publications for this program.

Key Takeaways

- Submitted various manuscripts successfully and honoured with similar project for different disease area.