

PharmaWrite®

Maximizing the Power of a Strategic Publication Plan

PharmaWrite can work with you to help deliver robust, scientifically accurate, data-driven information to the right audience at the right time.



Elevating the power of your clinical data



Publishing your scientific and clinical data during all stages of a product's lifecycle is *critical* to the health of patients, *indispensable* as a source of information for medical clinicians, and *invaluable* to educating clinicians about the potential benefits of your products. A good publication plan, in other words, has reach, is evidence-based, and is useful to clinicians in improving patient care. It has *impact*.

To plan your publications successfully, and to elevate the impact of your data, it is imperative to develop an **effective publication strategy**. Planning strategically for publications is how pharmaceutical companies reach and educate medical professionals about disease states, about new treatment options, and about new clinical uses and safety profiles of existing drugs. [PharmaWrite](#) can help you do this across all phases of the product lifecycle, from clinical trials to launch to post-marketing.

In this critical business scenario, a comprehensive publication strategy and tactical plan is one that is carefully designed and fully aligned with all clinical considerations and all corporate strategies and timelines. A comprehensive plan will ensure that your published data will be delivered in a clear, consistent, timely, applicable, and relevant manner.

Strength through partnership



Development and implementation of a publication strategy is an essential step for your company to educate healthcare professionals about your products and help them to improve patient care. To be successful, a publication plan must be built on a solid strategic foundation that recognizes the specific informational and educational needs of your target clinical audience and expertly delivers the information to those individuals.

In this environment where credible and compliant publications are even more critical to informing those in clinical practice, it is a best practice to maximize the effectiveness of your publication planning by partnering with an **experienced and market-proven medical communications firm** with publication planning expertise and professional medical writing capabilities.

At [PharmaWrite](#), our executives, scientific managers, medical directors, medical writers, and editors are well versed in current publication best practices and have earned their certification as Certified Medical Publication Professionals (CMPP). We maintain full-time, in-house PhD and PharmD medical writers and certified medical editors who will work with you throughout your entire project. Our seasoned scientific team will enhance your efforts with decades of experience in effectively communicating clinical content across print, electronic, web-based, and live meeting platforms.

Strength through experience



With [PharmaWrite](#), you are working with a market-proven company that is dedicated to your long-term success. In this, you are always guaranteed:

- High-quality work, delivered on time
- The ability to expertly analyze and synthesize scientific data
- Established relationships with therapeutic area experts
- An experienced team of managers, writers, and editors supporting your strategic plan
- Adherence to industry guidelines and best practices in medical writing and publication planning
- Professionalism and integrity
- Cost-conscious commitment and attention to detail
- Proven success and experience in global publications

Highest Ethical Standards and Best Practices

With a history that goes back more than 20 years, **PharmaWrite** has always adhered to the highest ethical guidelines and best practices in professional medical writing:

- All our work is at the direction of the author or authors.
- Our goal is to serve clinicians and their patients
- Throughout the publication process we provide full transparency and disclosure and observe strict adherence to author responsibility guidelines
- We provide a detailed outline that identifies the objectives of the publication, identifies the audience and target journal, and incorporates relevant publications from the literature
- We require input and approval of the outline by all authors prior to the first draft
- We ensure that all data and other materials are gathered together and made available to all authors

Your publication planning partner



PharmaWrite is at your service to customize and deliver a comprehensive and impactful publication plan that matches your needs and achieves your data publication objectives, all while upholding the highest industry standards of scientific accuracy and regulatory compliance. In everything we do, we follow professional best practices that promise integrity, completeness, transparency, accountability and responsibility.

To learn more, please [visit the PharmaWrite website](#). Or, for additional inquiries and information, please reach out directly to:

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