
ALPHANUMERIC



Medical Communications

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Disclaimer: Please connect with and utilize SME(s) before any client contact is made.

Why Alphanumeric?

Service • Commitment • People



11

Locations
worldwide

GLOBAL FLEXIBILITY

96%

CSAT

CUSTOMER SATISFACTION

Client auditor
found

0 issues

w/Alphanumeric
service model

PROVEN SERVICE OFFERINGS

2018

Launch of matured Life
Science focused AI platform
into active services

TRACK RECORD OF INNOVATION

122

Countries serviced

85%

NPS

43

Years of service excellence

42

Languages
supported w/ AI





Global Flexibility

Global capabilities
Regional comprehension



Medical Communications at Alphanumeric

Not your typical MedComms Service



Efficiency

Collaboratively streamline development and approval processes to deliver assets on time and on budget

Strategic Insights

Provide recommendations to help your team achieve their goals



Accuracy & Quality

Top-notch MedComms professionals with expertise in your therapeutic



Alphanumeric— Make Your Mark!

Medical Communications at Alphanumeric

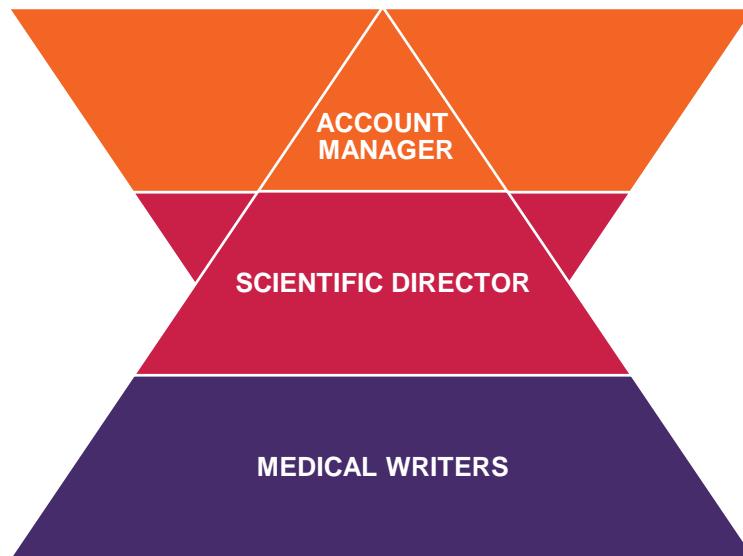
How are we different



1

A Strong Foundation Built on Science

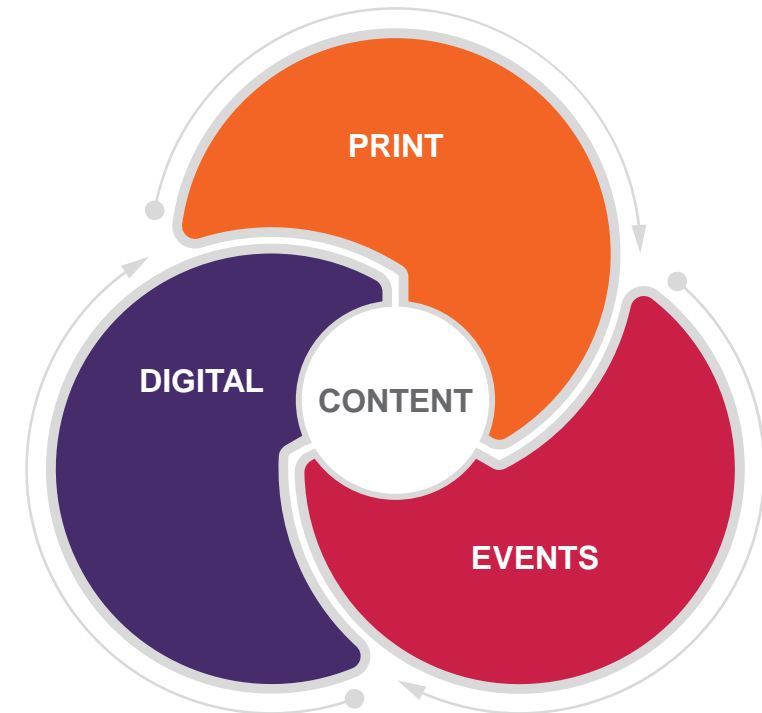
We turned the current model upside down or is it right side up?



2

Multi-Platform Approach to Content

Content is at the core of what we do but understanding how that content can be repurposed across different channels, that is what we love



Medical Communications at Alphanumeric

Not your typical MedComms Service



- ✓ Traditional medical communications offerings
- ✓ Digital and interactive approaches
- ✓ Pair with portfolio of services
- ✓ Update/repurpose existing content for new uses



Medical Communications Offerings



Foundational Materials

- Scientific platform and lexicon
- Strategic messaging
- Product narrative/ website copy
- Communications plan



Training Content

- Disease state and product training
- Soft skills training
- Gamification-based learning
- Live/virtual workshops
- Evaluations and training certification



Field Team Assets

- Presentation materials
- Interactive assets for 1:1 engagements
- Internal reference tools (literature summaries, FAQs, annotated pdfs)
- Standard response letters



External Presentations

- Expert led videos and webinars
- MOA/MOD animations and videos
- Podcasts for HCPs, caregivers, and patients



Congress Content and Tools

- Pre-congress playbook
- Booth content (videos, self-directed app)
- Product theater presentations
- Post-congress CI summary



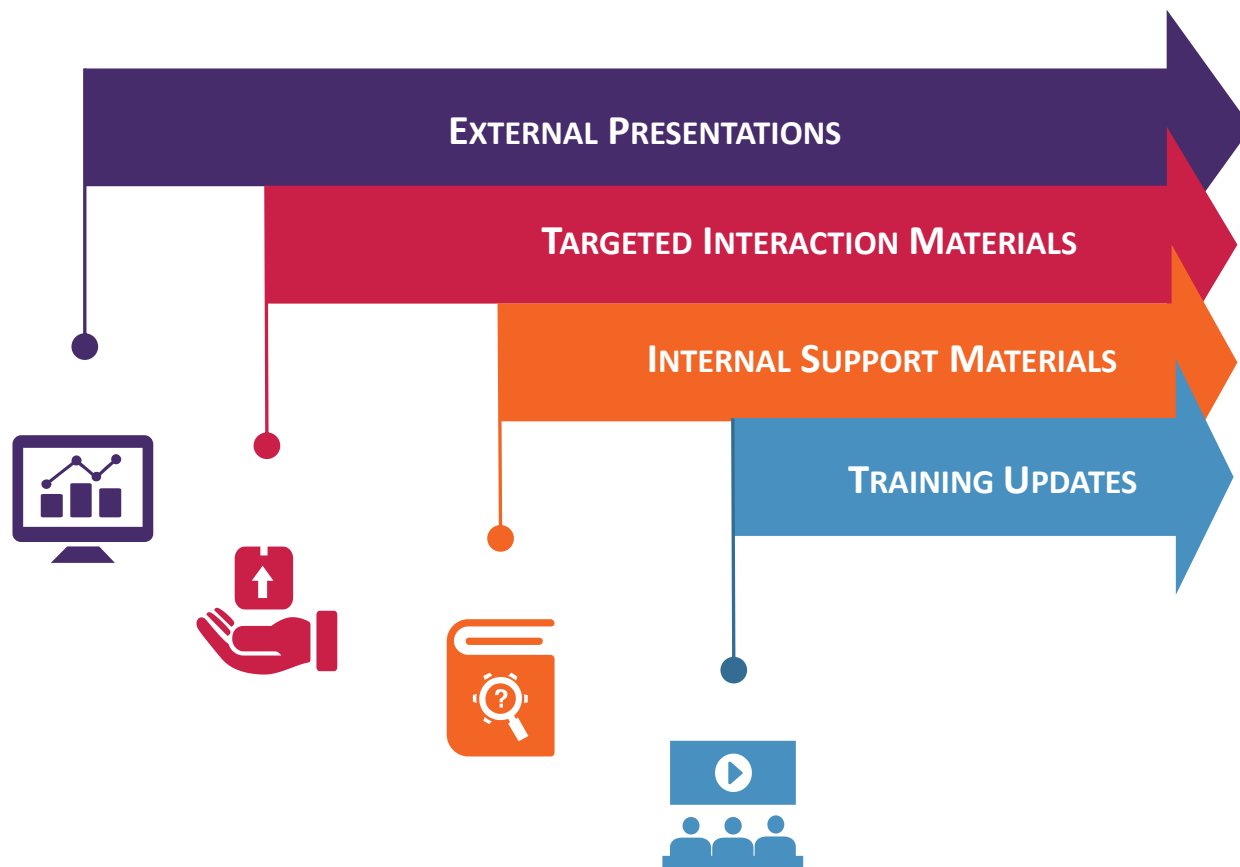
KOL Engagement

- Advisory board planning and content
- Meeting summary and compliance documentation
- Co-created assets



Medical Communications for Marketed Products

Efficient content strategies supporting therapeutics in the market



External presentation materials

- Reactive and proactive use
- Tailored presentation training supplements



Materials for targeted interactions

- Interactive PI and engaging infographics
- Impart critical information to HCPs in a more exciting format



Internal support materials

- FAQs, SRLs, and annotated PDFs
- Provide cohesive, strategic messaging



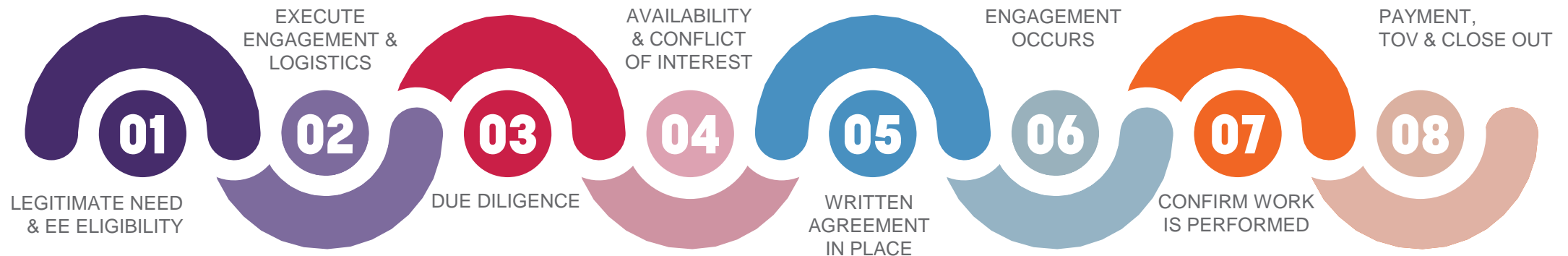
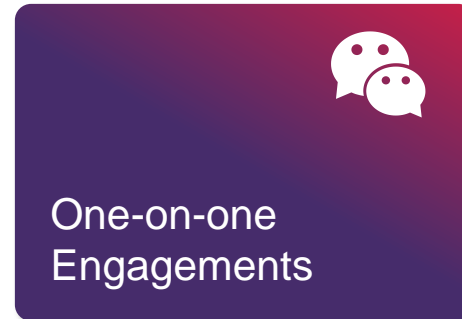
Training updates

- Highlight new data readouts or label updates
- Ensure knowledge uptake across teams



External Expert Engagement

Process Flow



Medical Communications within External Expert Engagements



Speaker Engagements

- Compelling presentation
- Speaker support materials
- Speaker rehearsals
- Post engagement survey



Advisory Boards and Workshops

- Meeting creation
- Interactive sessions
- Presenter rehearsals
- Pre- & post meeting materials
- Summary documents



1:1 Engagements

- Interactive materials
- Summary reports
- Co-create opportunities



Congresses

- Product theater presentations
- Speaker rehearsals
- Presenter support materials
- Presentation metrics report



Cross-functional and Field Team Training

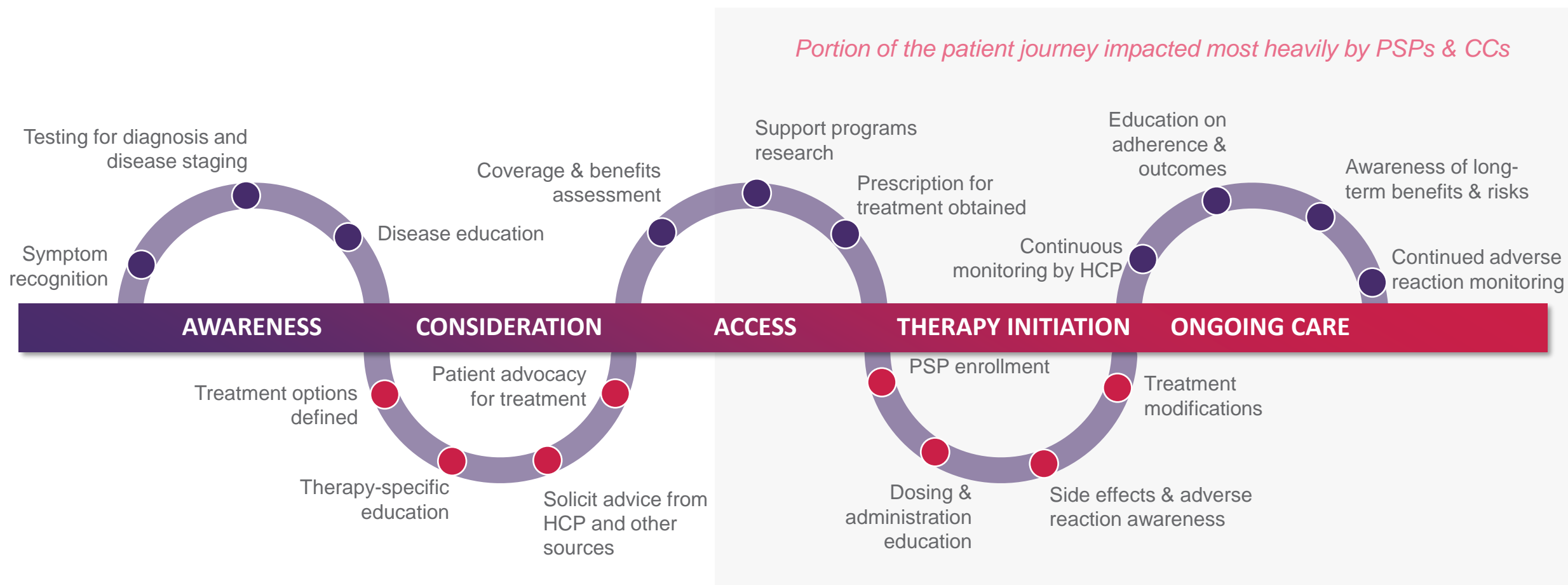


From creation to execution:



Patient Journey

A modern approach to the patient journey acts on real-time data and analytics to continually enhance the experience



Medical Communications Along the Patient Journey



Awareness

- MOA animations to cut through the jargon
- Podcasts focused on patient quality of life
- Video clips underscoring diagnostic procedure, prevalence, and outcomes



Treatment Consideration

- Plain language summaries of clinical data
- External presentations to HCPs and KOLs/influencers
- Podcasts featuring patient ambassadors and their care team



Access

- Patient support hub with AI integration for efficient knowledge searches
- HCP office staff educational material on payer programs



Therapy Initiation

- Dosing/administration infographic
- Patient-focused podcast reviewing expectations and possible side effects



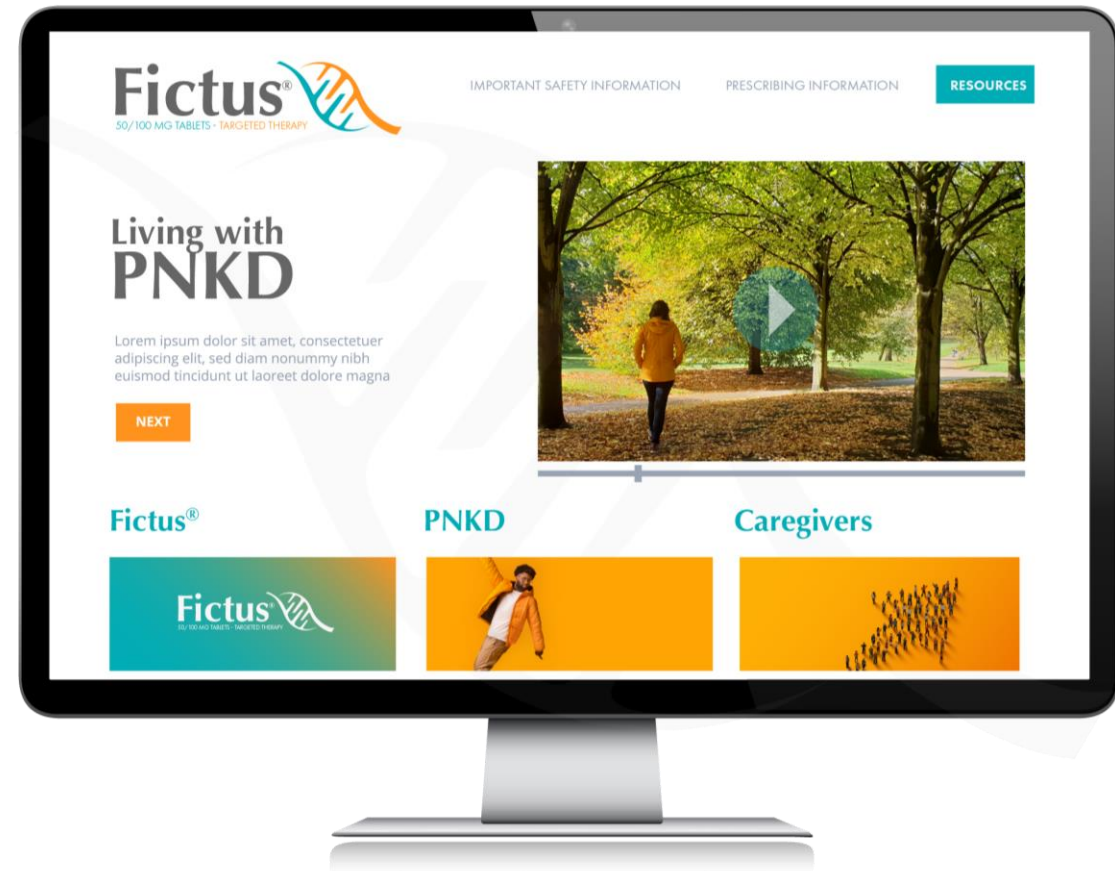
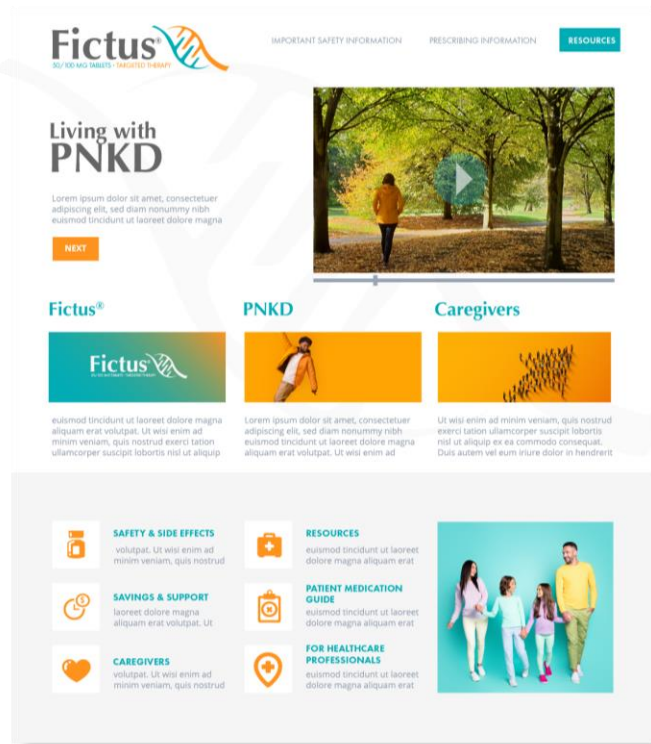
Ongoing Care

- Interactive, web-based product updates
- External presentations on critical real-world data
- Pharmacovigilance summary reports
- Tools for side effect management/awareness



Updating and Repurposing Content to Maximize Use

Example: Standard Response Letter



Alphanumeric—Make Your Mark!

While PNKD is a real disorder, Fictus is not a real therapy and is used here for demonstration purposes

Updating and Repurposing Content to Maximize Use

Example: Standard Response Letter



Classic format

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- Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.
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- Sed velis urna, interdum vel, ultricies vel, faucibus at, quam. Donec ut est, congue eget, consequat quis, tempus quis, nisi.
- Donec ultramcorper fringilla eros. Cum sociis natoque penatibus et magnis dis parturient.

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Subhead

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Interactive, user-friendly format



While PNKD is a real disorder, Fictus is not a real therapy and is used here for demonstration purposes



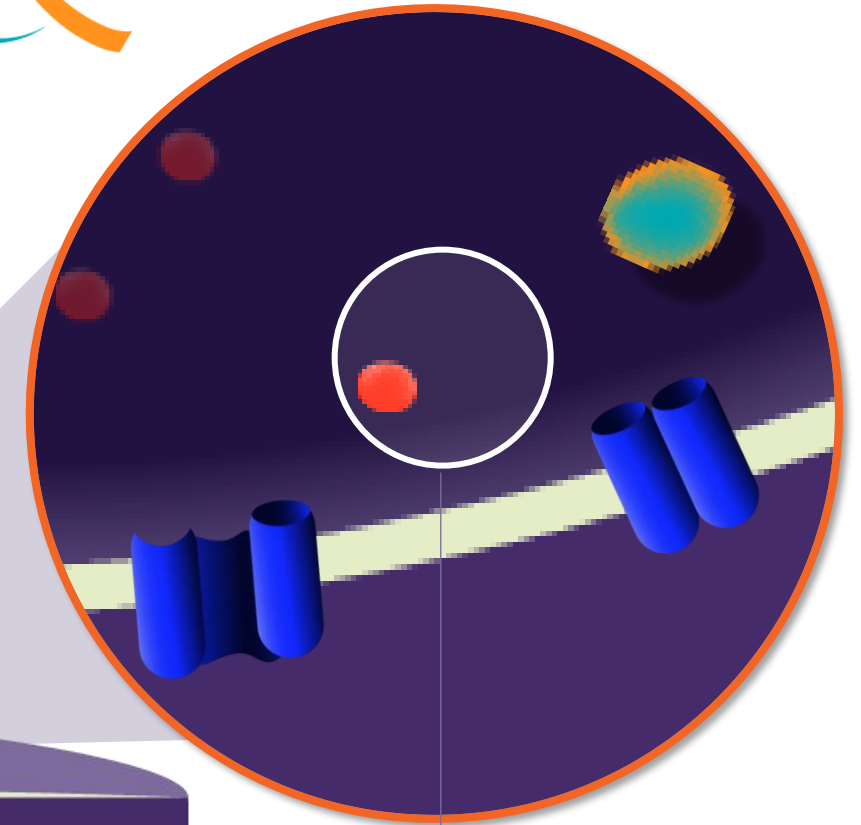
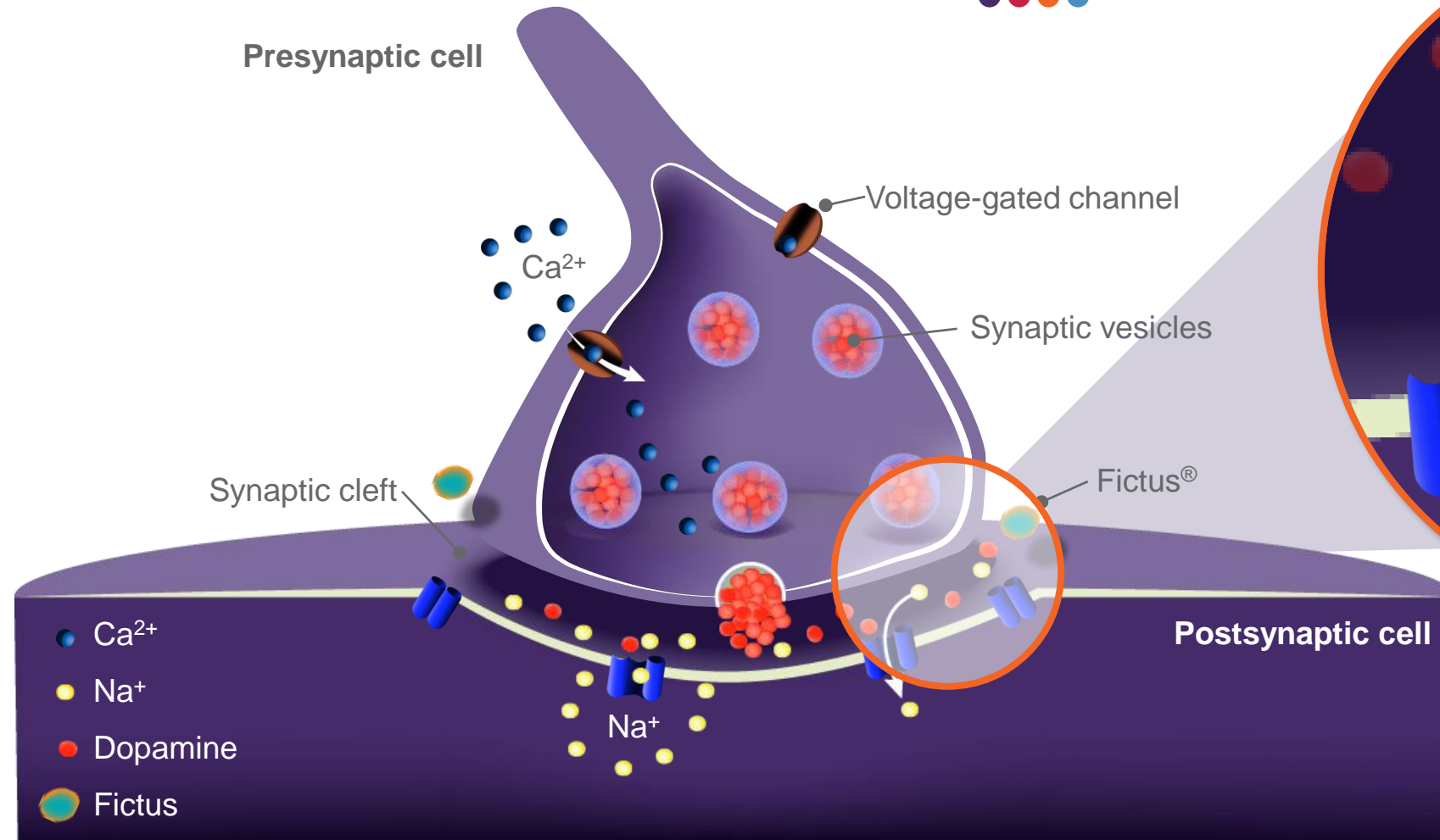
Alphanumeric— Make Your Mark!

Fictus®

50/100 MG TABLETS - TARGETED THERAPY



Presynaptic cell



Fictus® binds dopamine within the synaptic cleft



Alphanumeric— Make Your Mark!

While PNKD is a real disorder, Fictus is not a real therapy and is used here for demonstration purposes. The mechanism of action depicted above is based on limited research and should not be considered as definitive. References available in speaker notes.