

Case Study: Strategic Consulting in Oncology

BACKGROUND & OBJECTIVE

- Phase I trial of a non-covalent BTK inhibitor in combination regimens for CLL
- Needed to position combination therapy with the compound as an alternative for patients progressing on covalent BTK inhibitors without undermining its positioning as a monotherapy

ACTIONS & RESULTS

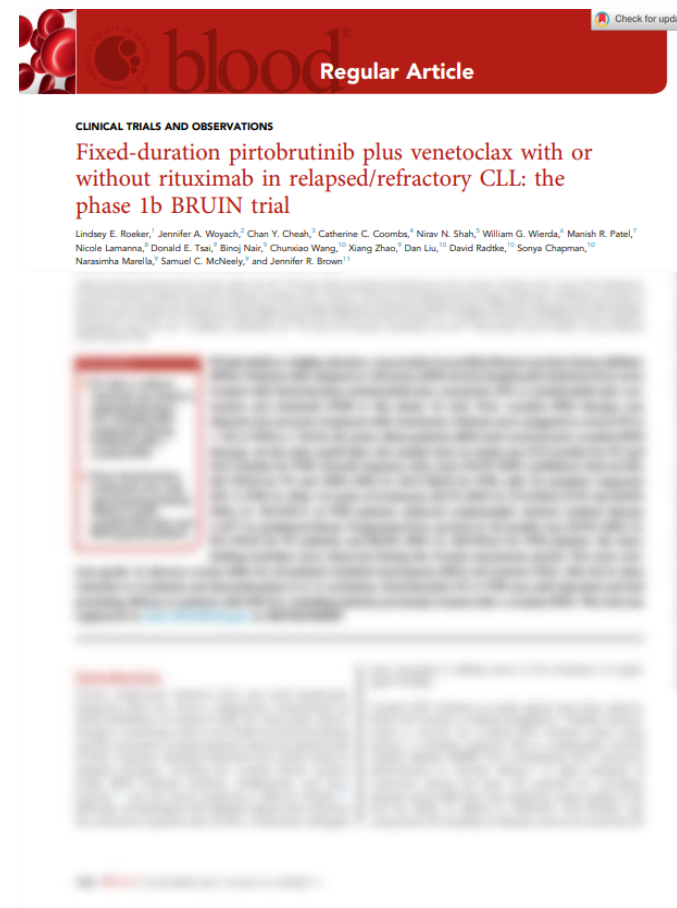
- By providing expert oncology consulting, writer was able to position the results
- While working on the project, the writer also identified and corrected significant flaws in figures and data tables

Expert
scientific
consulting

CONCLUSION

By providing expert consulting support, the medical writer resolved a difficult problem of appropriate positioning and help avoid a potential erratum or retraction

Focus on
telling the
story



Case Study: Fast and Flexible Resourcing

BACKGROUND AND OBJECTIVE

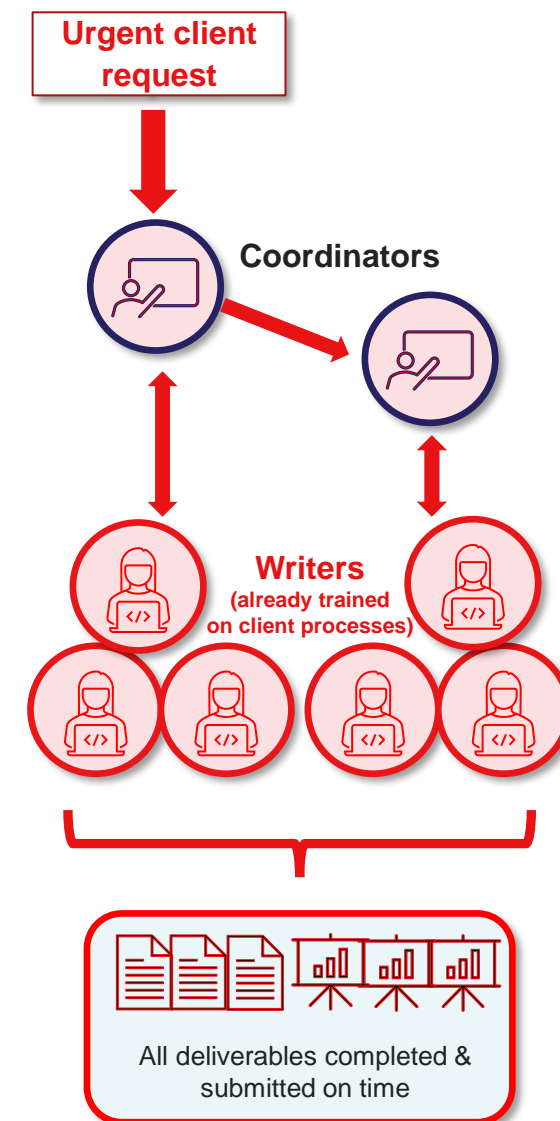
- Recently, one of our major clients lost 3 of their internal writers, leaving an urgent need to cover ongoing conference publication work
- 12 abstracts & 9 posters, each with submission deadlines of ≤ 2 months

ACTIONS & RESULTS

- 2 coordinators immediately assigned to resource the work
- Adjustments made to evenly and efficiently distribute team's workloads and accommodate client's changing timelines and priorities
- Included a suddenly reactivated critical abstract-poster pair with only 12 days to develop and submit

CONCLUSION

- Through proactive steps, we quickly resourced and executed all deliverables in this urgent book of work
- Allowed the client to stick to their publication plan



Case Study: Targeting Different Audiences

BACKGROUND AND OBJECTIVE

Request to write plain-language summary of publication (PLSP) from original article on a phase III breast cancer clinical trial

ACTIONS & RESULTS

- Used plain language methods to rewrite for a non-technical audience
- Supplemented with iconography and graphics

CONCLUSION

Original article successfully converted to PLSP published in *Future Oncology*

