### **Case Study: Strategic Consulting in Oncology**

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### **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

### CONCLUSION

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

Expert scientific consulting

Focus on telling the story

# **Regular Article** CLINICAL TRIALS AND OBSERVATIONS Fixed-duration pirtobrutinib plus venetoclax with or without rituximab in relapsed/refractory CLL: the phase 1b BRUIN trial indsey E. Roeker,<sup>1</sup> Jennifer A. Woyach,<sup>2</sup> Chan Y. Cheah,<sup>3</sup> Catherine C. Coombs,<sup>4</sup> Nirav N. Shah,<sup>5</sup> William G. Wierda,<sup>6</sup> Manish R. Patel, icole Lamanna,<sup>8</sup> Donald E. Tsai,<sup>9</sup> Binoj Nair,<sup>9</sup> Chunxiao Wang,<sup>10</sup> Xiang Zhao,<sup>9</sup> Dan Liu,<sup>10</sup> David Radtke,<sup>10</sup> Sonya Chapmar asimha Marella.<sup>9</sup> Samuel C. McNeelv.<sup>9</sup> and Jennifer R. Brown

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## **Case Study: Fast and Flexible Resourcing**

#### **BACKGROUND AND OBJECTIVE**

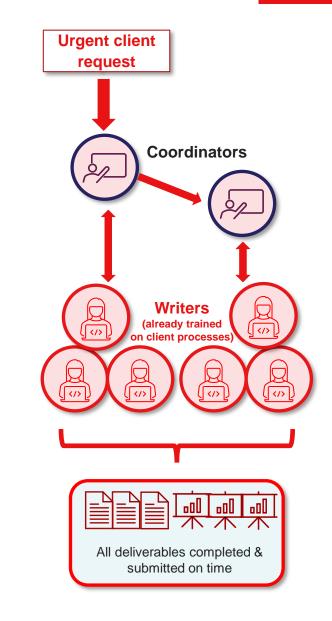
- Recently, one of our major clients lost 3 of their internal writers, leaving an urgent need to cover ongoing conference publication work
- 12 abstracts & 9 posters, each with submission deadlines of  $\leq$  2 months

#### **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* 



#### Original Research

Health-related quality of life in the phase III ASCENT trial of sacituzumab govitecan versus standard chemotherapy in metastatic triple-negative breast cancer

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> Iconography and data visualization



**Thermo Fisher** 

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