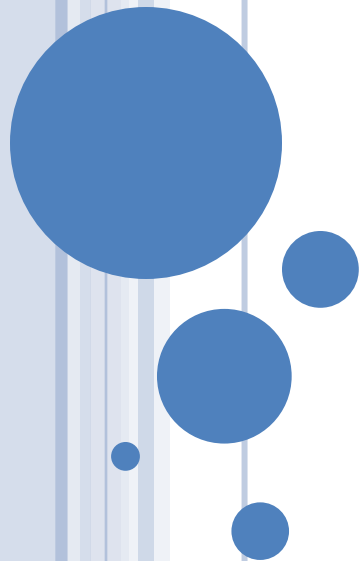


# **MEDICAL COMMUNICATION SERVICES**



## MEDICAL COMMUNICATION SERVICES

Currently the global pharmaceutical industry is changing very dramatically. According to reports the current mass marketing strategy sooner or later will be replaced by more focused targeted market approach. With more focused approach the marketing strategy needs to create the brand value for their products through professional medical and scientific inputs. Companies need to create marketing differentiation to generate business.



- ⌄ Medico-marketing publications/ promotional material are necessary for both commercial and scientific needs. A well scripted and balanced medico-marketing materials help in raising the market awareness of your product and disease for both healthcare providers and patients.
- ⌄ At Mediminds we provide end to end medico-marketing solutions from brand establishing concept, scientific publications to brand promotional material. We create a difference with our expertise which can help you in establish your brand.



- ⌚ The medical writing team at **Mediminds** comprises of experienced content developers and medical writers with a strong medical qualification.
- ⌚ **Mediminds** team is constantly trained on the latest in the medical writing guidelines and terminologies.
- ⌚ **Mediminds** can easily cater to any volume of work and turnaround times.
- ⌚ **Mediminds** team possesses superior English skills and can write for a global as well as a local audience
- ⌚ Security is given its importance by way to signing non-disclosure agreements with all our staff.
- ⌚ **Mediminds** always followed strict quality reviews for every single document prepared.



# WHAT MEDIMINDS OFFERS?



## **AS PART OF OUR MEDICAL WRITING SERVICES WE UNDERTAKE THE FOLLOWING:**

### **ABSTRACTS**

An abstract is a short story of the completed research or it is a shorter version of a paper. Abstract is a first chance to show the preliminary results to the colleagues and external society. At Mediminds we create a message driven scientific yet strong abstract to catch reader's attention.



## CLINICAL PAPERS/ JOURNAL ARTICLES: “A WELL BEGUN IS HALF DONE”

Well conducted research is not completed unless it is supported by a good publication. Mediminds has the expertise to write quality papers as per journal specific requirements.



## CLINICAL DATA ANALYSIS & BIostatISTICS

At Mediminds our experienced team provides complete data analysis solutions. Mediminds believe in quality data, strict timelines and cost effectiveness. Our data analysis services include:

- ⌚ Analysis Programming
- ⌚ Interim Analysis
- ⌚ Periodic clinical data monitoring and safety reviews
- ⌚ Sample size calculation
- ⌚ Randomization/Blinding
- ⌚ Statistical analysis
- ⌚ Statistical report preparation





## LITERATURE REVIEWS

- ⌘ A literature review is a survey or a description of a particular area or topic of interest. It can be purely descriptive or can provide an assessment of particular area. With experienced and qualified team Mediminds provide a well-structured unbiased literature reviews characterized by logical flow and relevant references.



## REFERENCING & PROOF READING

- ⦿ Referencing styles are established systems for presenting your in-text references. There are numerous types of referencing styles but one need to be careful not to mix different referencing styles in single write-up. At Mediminds we do a proper referencing depending upon your needs. Some of the referencing styles Mediminds commonly use are:
  - American Psychological Association Documentation (APA)
  - Chicago/Turabian Documentation
  - Modern Language Association Documentation (MLA)
  - Harvard
  
- ⦿ Clinical Paper that contains spelling errors, ambiguous vocabulary, grammar mistakes can calumniate its image. Mediminds proofreading services can improve the content of your clinical paper and earn you credibility, In addition to Mediminds **proofreading services**, we will review your writings and rewrite, when necessary, to ensure clarity and efficiency.

## MEDICAL WRITING SERVICES FOR CLINICAL TRIALS

- ⊕ Mediminds ensures your clinical trial documentation is compliant with regulatory requirements, is concise, clear, concise, and scientifically and medically accurate. Medical writing services are available as an integral part of a full drug development program. Our medical writing team supports preparation of all regulatory documents, including:
  - Protocols
  - Investigator Brochures
  - Clinical statistical reports (ICSR)
  - CTAs
  - Marketing Applications
  - Scientific Reports
  - Patient safety narratives



## POST MARKETING STUDIES MANAGEMENT

- ⌘ Customised Study Documents (Protocol, ICF, Data Collection Form, CRF, Prescription Slips)
- ⌘ Data Management Services
- ⌘ Site Coordinators
- ⌘ Monitoring of the sites
- ⌘ Site Audits



## POSTERS

- ⌘ Posters are more than the research papers stuck on the board. Effectively designed poster can draw everyone into a conversation. Mediminds has the professional expertise to make your poster communicate the message what your scientific research want in a simple yet attractive way.



## PRESENTATIONS/ SLIDE KITS

- ⌘ Good presentation is a key to the success of the presenter. Mediminds experts make a simple yet effective and communicative presentation for your research.



## CME

- ⌘ Mediminds helps you to design and format scientific and well informed CMEs to percolate your message. Mediminds helps you to assess prior to developing CME activities to determine what health care providers need to learn in their therapeutic area.



## DRUG BROCHURES / PRODUCT MONOGRAPHS

- ⌘ Product Monograph is a scientific document that contains everything from properties to indications and handling instructions of drug. Mediminds make sure that product monograph meet the informative needs of the healthcare providers for particular therapeutic area.





## PATIENT EDUCATION SERVICES

- ⌘ Mediminds offers customized patient education services customized and designed to fulfill the needs for your patients. Mediminds education material helps to reinforce the message that helps patient to better health outcomes.



## NEWSLETTERS

- ⌘ Newsletters are the least expensive and great way to communicate and educate each other. Mediminds create a brand specific unique newsletter for your products helping you to achieve your medico-marketing objectives.



## MEDIMINDS PATIENT ASSISTANCE SERVICES

- ⊕ Healthcare industry is becoming complex day by day, pharmaceutical companies are facing challenges to provide cost effective drugs and economical patient assistance program to meet the needs of patients and healthcare providers. Mediminds offer cost efficient, flexible and cost efficient patient assistance services that help pharmaceutical companies achieve their business objectives.
  - Program Design
  - Coding and Billing Support
  - Payer Policy Verification and Monitoring
  - Expanded Access Program



## SALES TRAINING

- ⌘ Slide Kits
- ⌘ Training Manuals
- ⌘ Case Discussions
- ⌘ Detailing Aid
- ⌘ Representative Discussion guide
- ⌘ Therapy & Product Training
- ⌘ Disease Awareness Training



# MEDICAL INFORMATICS



## QUERY MANAGEMENT

- ⌘ Mediminds medical team provides you to resolve queries regarding your brand by developing a standardize response supported fully by proper referencing to help your healthcare providers.



## KOL MANAGEMENT TOOL

- ⌘ Mediminds KOL management tool helps marketing team to identify and validate your local or regional key opinion leaders who support your products. It will help you to optimize cost of your opinion leaders.



FOR MORE INFORMATION ON OUR SERVICES OR  
QUOTE, PLEASE CALL +91 9810068241 OR  
[medical@mediminds.com](mailto:medical@mediminds.com)

