

# Case Study



## Enhancing Virtual Medical Affairs for a China-based Top 50 Pharma

### Challenge

A leading China-based pharmaceutical company, ranked among the global Top 50, faced a significant challenge: conducting Advisory Boards and Satellite Symposia without sufficient internal expertise or resources. This company specialises in the development of drugs for cancer treatment and needed to engage with key opinion leaders and stakeholders to gather insights and promote its products.

However, the onset of COVID-19 restrictions forced a rapid shift to a fully virtual format for all interactions, presenting additional logistical and technical challenges.

### Solution

To address these challenges, the company partnered with tranScrip, leveraging their extensive expertise in medical affairs and medical writing. This collaboration involved several key steps:

#### Development of Virtual Meeting Materials:

- **Preparation of Documentation:** tranScrip's team developed comprehensive materials for a range of virtual advisory boards and symposia. This included detailed agendas, presentations, and supplementary documents tailored to maximise the effectiveness of virtual interactions.

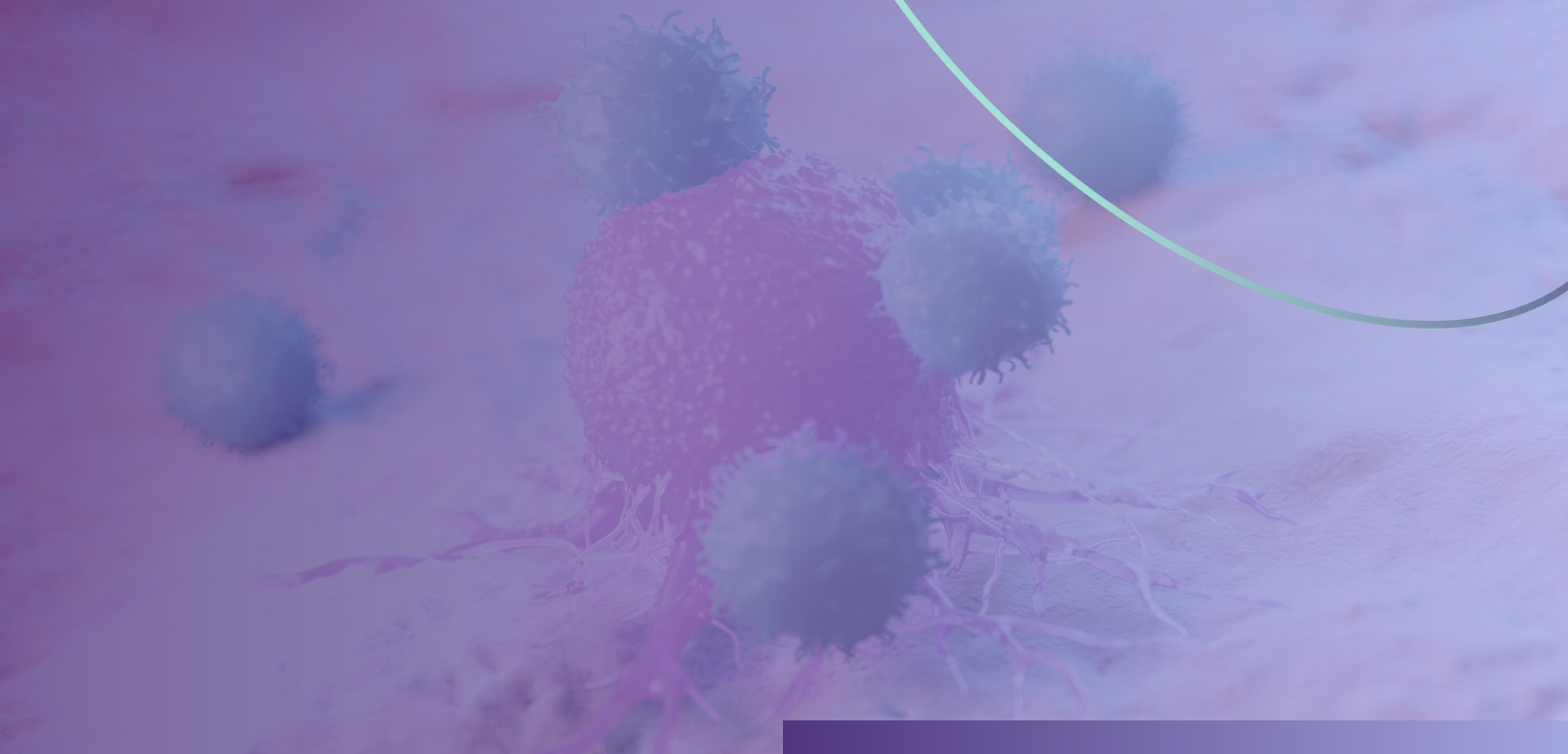
- **Creation of a Product Monograph:** To support discussions, tranScrip prepared an in-depth product monograph, providing essential information about the pharmaceutical products under discussion.

#### Guidance and Support for Virtual Events:

- **Organisational Assistance:** tranScrip provided the client with guidelines and materials to aid in the organisation and execution of local Advisory Board meetings. This support was crucial in adapting to the virtual environment and ensuring smooth operations.

#### Execution and Follow-Up:

- **Running of Virtual Events:** The teams successfully executed eleven Advisory Boards and Symposia, engaging with stakeholders across various locations.
- **Production of Meeting Summaries:** Comprehensive meeting summaries, including full transcripts and abstracts, were produced to document the proceedings and key outcomes.



### Outcome

The partnership with tranScrip proved highly successful. The company not only managed to adapt to the virtual format but also effectively engaged with key stakeholders and gathered valuable insights for its drug development programmes.

The high-quality materials and thorough documentation provided by tranScrip contributed significantly to the success of these events.

As a result of this successful collaboration, the relationship between the client and tranScrip has continued to grow, paving the way for ongoing support and future projects.

### Conclusion

This case study highlights the importance of adaptive strategies and expert support in navigating unforeseen challenges, such as the shift to virtual formats during the COVID-19 pandemic.

tranScrip's comprehensive support enabled the pharma company to maintain its engagement with key stakeholders and advance its goals in cancer treatment development.

The partnership not only met immediate needs but also established a foundation for ongoing collaboration, demonstrating the value of external expertise in specialised areas like medical affairs and event management.