University of Pennsylvania
Biomedical and Life Sciences Career Fair

Pooja Talati, PhD, Senior Medical Writer
Danielle Love, Associate Vice President, Group Account Supervisor
Brendon Phalen, MD, MBA, Managing Partner
BGB Group

September 28th, 2016
creativity + science
Contents

- Introduction to BGB
- Medical Communications 101
- A Day In the life
Who Are We?

**BGB Group n., Abbr: BGB –**
The medical communications group distinguished by superior scientific insight, innovative thinking, and exceptional creative execution

Don’t let our Creativity fool you …

Science is at the core of everything we do
Agency Overview — BGB Patient Chart

PATIENT NAME
BGB Communications, LLC (nickname: BGB)

DATE OF BIRTH
April 13, 2005 (~11 years)

HOME ADDRESS
462 Broadway-New York, NY

SYMPTOMS
- Obsessed with science
- Compulsively strategic
- Excess production of great medical communications

TEST RESULTS
- 41% of BGBers with a graduate degree
- 49 # of doctors on the medical team
- 0 # of clients lost
- 100% agency growth based on referrals

DIAGNOSIS
An energetic and passionate group of professionals with obvious case of medical communications excellence…Highly Contagious!

MEASUREMENTS
48,000 sqft x 220+ employees x 2 divisions …with chronic swelling
What Therapeutic Areas Do We Work In?

- Cardiology
- Virology
- Gastrointestinal Disease
- Infectious Disease
- Immunology
- Diabetes
- Endocrinology
- Oncology
- Biotechnology
- Ophthalmology
- Dermatology
- Vascular Disease
- Neurology
- Pain Management
- Respiratory Medicine
- Psychiatry
Who Do We Work With?

Diverse Clients

Our diverse client roster provides exposure to industry best practices, which enhances our insight and value.
Complete, in-house teams to successfully generate, refine, and execute the best ideas in medical communications

**Account**
- **ACCOUNT**
  - Maintains client partnership and leads project execution

**Medical**
- **MEDICAL**
  - Develops content and provides medical direction

**Creative**
- **ART**
  - Establishes strategic art direction and design
- **COPY**
  - Owns written and verbal alignment to strategy, medium, and audience
- **DIGITAL**
  - Develops video, animation, and interactive projects

**Support**
- **TRAFFIC**
  - Primary liaison between internal departments
- **POWERPOIN**
  - Production, quality, and delivery of document media
- **PRODUCTIO**
  - Production, quality, and delivery of art and print media
- **EDITORIAL**
  - Quality control to ensure accuracy and consistency

**Operations**
- **FINANCE**
  - Manages client contracts, billing, and accounting
- **HR**
  - Ensures employee growth and development
- **OFFICE SERVICES**
  - Ensures office needs are coordinated
- **IT**
  - Ensures optimal performance of network equipment
Medical Communications 101
Medical Communications

Our client: Pharmaceutical company

Our audience: Healthcare professionals

- What is the mechanism of action?
- What disease(s) does it treat?
- How has it performed in clinical trials?
- What are the side effects?
- Which patients might it be good/bad for?
- How does it compare to other therapies?
- What are the potential cost concerns?
- What motivates a physician to prescribe?
- What motivates patients to adhere to drug regimens?
Promotional vs. Non-promo… and In Between

- **Medical Communications**
  - CME
    - Grant-based
  - Publications
    - Peer-reviewed paper
  - Promotional
    - FDA rules for promotion
What Is the Promotional Mix?

Promotional Mix

- Direct to consumer (pharma to patient)
  - TV Ad
  - Page in Time Magazine

- Direct to professional (pharma to HCP)
  - Brochures and wall postures that reps deliver to doctor’s offices

- Peer-to-peer (Med Ed) (HCP to HCP)
  - Slide presentations on data that an expert presents to colleagues

- Payers
  - Specialized communications on economic issues
A Day In the Life
How We See It..

- **Partner** with pharmaceutical and/or device corporations to provide medical education related to products or services.

- **Liaise** with national, regional, and local-level thought leaders within various therapeutic areas to gather insights on a myriad of topics.

- **Develop** a wide-range of resources for internal (e.g., sales training) and external (e.g., MSL materials) medical education.

- Provide **strategic insights** based on competitive landscape, market trends, and thought leader insights to establish or refine brand objectives.
Boiling It Down….How Do We See Ourselves?

- Translators
- Storytellers
- Creators of clinical value
A Day in the Life…

Thursday, October 1, 2015

9:00 AM: Coffee; catch up on emails and new pubs
9:30 AM: Hotsheet
10:00 AM: Prepare for TC for Client X
11:00 AM: Weekly Status TC with Client X
12:00 PM: BGB Weekly Status Meeting
1:00 PM: Lunch
1:30 PM: Work on strategic recommendations for Client Y
3:30 PM: 1:1 meeting with Employee X
4:00 PM: Prepare for TC for Client Z
4:30 PM: Advisory board TC with Client Z
5:30 PM: Review schedule for next day
6:00 PM: Go home
Examples of Projects

- Provide strategic feedback for promotional planning and development
- Prepare medical downloads for broader team
- Organize international and regional advisory board meetings and follow-through with strategic summary documents
- Handle congress coverage congresses for competitive intel
- Create educational training materials for different disease states and audiences
Medical Writing | The Office Is Not the Lab

Oh no, not another meeting!
- All the meetings, all the time

Shorter timelines, juggling projects
- Coming up to speed rapidly in new therapeutic areas
- The final timeline is never the one for which you initially planned

Broad and deep knowledge of multiple research areas
- PhD: deep knowledge of a small research area (6 years)
- BGB: become an expert in multiple therapeutic areas

Travel
- Ad boards, ad boards, everywhere! (and speaker trainings, TL encounters, scientific congresses...)

Client-driven environment: being professional
- Keeping our clients happy and dressing the part

Corporate culture (have I suddenly stepped into an episode of the Office?)
- Cubicles, telecons, performance evaluations and billable hours, oh my!
Questions?

contact us:

info@bgbgroup.com
thank you!