

Stories that resonate: medical writers' experiences communicating with payers and integrated delivery networks

Nathan Hutcheson^a, Alexia Williams^{a*}, Jose Cijin^{b*}, Sam Dean^b, Scott Roberts^b, Carol Keys^a, and Dan Jackson^a

WHY IS CROSS-TEAM COLLABORATION IMPORTANT?



Case study
Citrus Scientific and Citrus Access collaborated with a large biopharmaceutical company.



Final product
A strategic narrative about the importance of early detection of dementia that resonated with IDN stakeholders.



Key success factor
A cross-functional approach directly embedding medical writers and market access teams together.



Hypothesis
Many medical writers do not have opportunities for cross-functional collaborations or the necessary training to build effective scientific narratives that resonate with IDNs and payers.

