An evidence-based framework for Scientific Communication Platform evolution and execution

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POSTER 1

Introduction

Scientific Communication Platforms (SCPs) are defined as "**internal strategic documents** that provide a foundation for **consistent and accurate communications** with external audiences around the disease state and pharmaceutical product or portfolio[1]"

SCPs may include[2]:

- **Summary of medical strategy & objectives**
- **Scientific narrative with hierarchically-organized evidence-based statements**
- **Lexicon of key terms**

However, there is a need to further elucidate best practices for the development and execution of SCPs to help with consistent communication of scientific evidence[1,2]

Objective

We collected insights on current industry practices for the development and execution of SCPs to create an evidence-based framework for SCP design

Methods

November 11, 2024

A **32-question survey** was distributed via the ISMPP Connect Community and LinkedIn

For some questions, respondents could select multiple answers or skip them entirely

December 4, 2024

Responses were analyzed, and a **framework was developed** by mapping top challenges from the survey to MAPS™ guidance[2] and author experiences

Results

54 respondents completed the survey across the following roles [n (%)]:



Even though most respondents were SCP experts, **>40% were not regularly using their SCP** (n/N 15/37)

Results (continued)

SCP Development

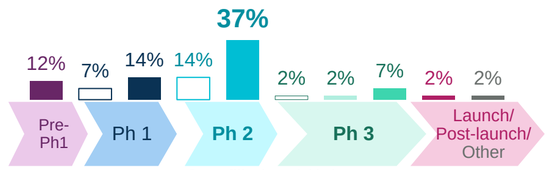
SCP development teams include:

Medical leads	Pubs professionals	MedComms professionals
98%	95%	91%

- **HEOR (88%)** and **agency partners (81%)** were also frequently selected as stakeholders to include (N=43)
- While including Commercial colleagues in SCP development may be debatable, 40% of survey respondents indicated that this function should be included (n/N 17/43)

2/3 of respondents include key opinion leaders during SCP development (n=28)

Phase II data readout/Phase III planning was **the top time to initiate the SCP** (n/N 16/43, 37%), with most indicating an **annual update** (n/N 11/38, 29%)



Open fill, phase initiation;
Solid fill, phase data readout/planning of next phase
Ph 3 options: initiation, 2-5 yrs from launch, and <2 yrs from launch

Use of SCPs

Top 5 Activities for SCP Use:



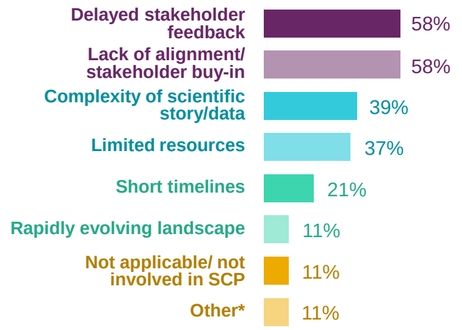
Only 5 respondents (N=27) had a system for monitoring metrics of SCP use, although comments suggest an interest in doing so. Those who do use **iEnvision integration** or observe **views/downloads**.

Respondents overwhelmingly **shared their SCP with agency partners** or receive them from clients (84%, n=38).

Key Considerations

SCPs were most often a deck of >60 slides (n/N 14/38, 37%). Other formats included shorter decks, websites, Word documents, or a folder with a mix of files

Greatest SCP Development Challenges:



Workshop discussions were a common approach to address these challenges (19%, N=26)

*Other responses were (n=4): lack of cross-functional input, updates not timely, poor training at development initiation, and poor development from external agency.

A Framework for SCP Development to Address Common Challenges

1 Obtain key stakeholder support & ensure cross-functional engagement

Initiation

- ❑ Obtain leadership support and budget to create/train/update
- ❑ Conduct survey to identify and quantify unmet needs of existing alignment tool(s)
- ❑ Select core team and include throughout SCP development

Creation

- ❑ Hold workshop(s) to review and align on key datasets, references, and terms (for lexicon)
- ❑ Consider a plan for offline review with key team members as needed
- ❑ Agree on appropriate format, target length/structure, and level of detail

2 Prioritize scientific narrative during SCP development

- ❑ Review **strategic imperatives** and/or **medical communication objectives** with which the SCP should align
- ❑ Determine **pillar categories and corresponding primary statements of the scientific narrative**, which when read as a unit can function as an 'elevator pitch' for the product/disease state
- ❑ Determine the **pillars of highest priority** to develop first
- ❑ Develop **secondary and tertiary statements** for each pillar
- ❑ Consider including **supplementary slides** with visuals, key data, etc.

3 Optimize SCP training, implementation & updates

Hold an orientation/training session to define the SCP and its purpose

- ❑ Provide rationale for the scientific narrative and any key changes from prior versions
- ❑ Offer case studies of how to use to accelerate or improve work
- ❑ Q&A opportunities for broader team
- ❑ Show where to find SCP, monitor use metrics, and send reminders if use is poor

Plan for continual training (e.g., new hires and agency/vendor partners)

Plan regular updates to reflect evolving data, strategy, and landscape (consider data readout timing)

Conclusions

These results show the current SCP practices in the industry and the challenges that still need to be addressed. Our framework translates these insights into an actionable checklist to help professionals tackle common SCP development challenges.

ABBREVIATIONS

ISMPP, International Society of Medical Publications Professionals; MAPs, Medical Affairs Professional Society; MedComms, medical communications; n, number for indicated answer; N, number of total respondents for indicated survey question; SCP, Scientific Communication Platform.

ACKNOWLEDGEMENTS

The authors wish to thank all individuals who completed the survey. We also acknowledge Thierry Aupérin, PhD of Alnylam Pharmaceuticals and Susanne Ulm, PhD of Alphabet Health Ltd for reviewing this poster.

DISCLOSURES

MW, CG, and YW are employees of Alphabet Health. AI is an employee and KD, JK, EP, DK, BJ, FW, and JLW are employees and shareholders of Alnylam Pharmaceuticals.

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