

## Documentation

### Successfully Marketing Clinical Trial Results

### Winning in the Healthcare Business

London, 14 September 2007

HEALTHCARE MARKETING  
DR. UMBACH & PARTNER  
[www.umbachpartner.com](http://www.umbachpartner.com)  
Training + Consulting

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## Notes

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Many illustrations are from  
Dr. Umbach's book and CD-ROM  
"Successfully Marketing Clinical Results:  
Winning in the Pharma Business",  
Gower Publishing, London, 2006

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## Name Tags

Günter

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## Introduction

Name **Günter Umbach**  
Background **Physician**  
Function **Consultant and Trainer**  
Company **Dr. Umbach & Partner**  
Experience  
in the Industry **12** years

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## Introduction

Name   
Background   
Function   
Company   
Experience  
in the Industry  years 

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## Audience

People working in  
**Marketing**  
**Medical Marketing**  
**Departments that work  
closely with the above**  
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## Technical Aspects



Temperature



Light



Charts



Sound

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## Objective

Update your knowledge

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## Perspective

Professional  
Performance

Personal success

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## Tips

Advice

Suggestions

Recommendations

You choose

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## Timing



Flexible

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## Style

Informal

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## Your Input

Ask questions  
Raise objections



Enter into dialogue  
Discuss certain topics

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## Documentation



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## Free



Electronic text version of charts



Card

Email [umbach@umbachpartner.com](mailto:umbach@umbachpartner.com)

Web [www.umbachpartner.com](http://www.umbachpartner.com)

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## Tap into Your Reservoir of

Creative thoughts  
Unborn concepts

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## Catalyst



If an idea occurs  
to you, please write  
it down

Personal  
action plan

Get your inspirations  
on paper and study  
them

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## Goals

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## Your Goals



Objectives you want to achieve

= How do you define success?

= Performance indicators?

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## Success Criteria in Marketing

Win in the market

Prescriptions

Market share

Revenue



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Science → Sales

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## Success Criteria in 'Medical'

Papers in prestigious conferences

Publications in renowned journals

Hot topic for opinion leaders

High awareness among doctors

***Enhanced reputation***

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## Personal Story

Great  
concept



Marketing manager:  
Market clinical trial  
results of a major brand



marketing strategy  
document to stakeholders

What happened?

Nothing

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## Blueprint for Success

Theory  
Idea  
Plan

Implement

**Tools and  
Techniques**

Reality

**Action**

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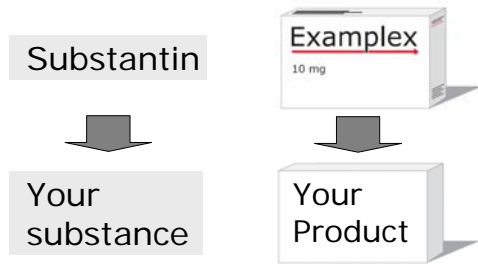
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## Examples and Case Studies



Benchmarking

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## Exercises



Game

Sports

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## The Big Picture

Official  
Agenda

Before starting



Hidden  
objectives?

Get everything  
out on the table!

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## The Business Opportunity



A clinical trial  
is a gift

Some people will not  
even unwrap it.

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## Reality

A study not marketed  
is like a study not done.

It is within your grasp.



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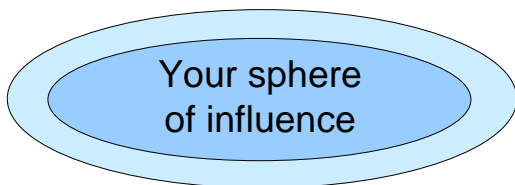
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## Personal Opportunity



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# Developing the Strategy

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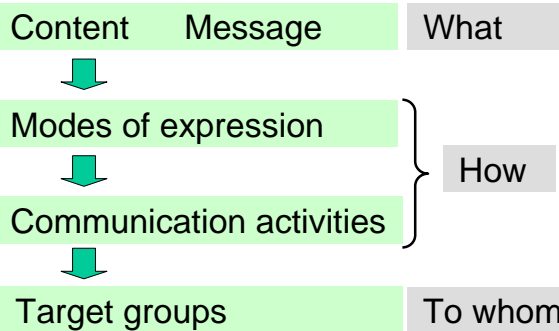
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## Develop the Strategy



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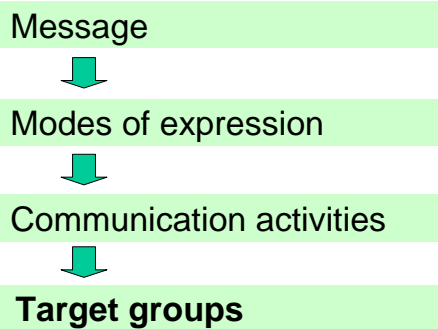
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## Strategy



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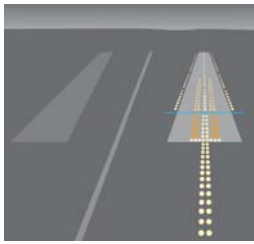
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## Market Intelligence



Market segment

Competitors

Target group

?

Learn exactly where your landing lights are located

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## Target Group

Antiarrhythmic agent



Main prescribers:  
General Practitioners

Initial prescribers: Cardiologists   
Disappointed

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## Target Group

Erectile Dysfunction


Viagra® Pfizer

Cialis® Lilly

Levitra® Bayer

Patients: Elderly men

Prescribing physicians:

Urologists, GPs, Andrologists 

... Partner

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## Target Group

Sanofi Pasteur MSD: Gardasil®  
Vaccination against cervical cancer

Patients: Young women  
Prescribers: Gynecologists  
Pediatricians (girls)  
... Nurses  
... Mothers

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## Focus

Whom do you  
want to convince?



Are you  
on target or  
off-track?

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## Your Key Customers

Doctor Pharmacist Patient Others



Payors  
Nurses  
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~~We want to serve everyone~~

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### What the Doctor Looks For

<p>Study results!</p>  <p>Sales rep</p>	<p>Advantages for me and my patients?</p>  <p>Physician</p>
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## Shaping Perception

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## The Power of Perception

Perception  
determines the  
customer's behaviour

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It happens in our minds

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**A Constellation of 7 Stars ...**  
**How do we interpret this**  
**configuration of objects?**



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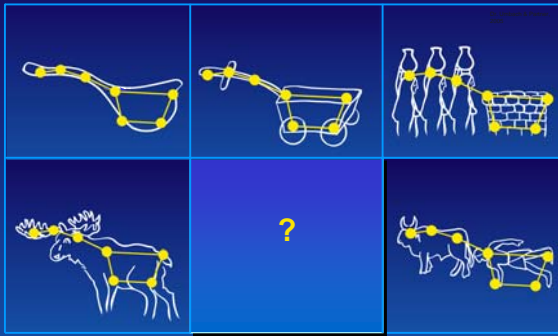
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## The Correct Perception?



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## The Right Impression

What perception do you want to encourage?

What impression do you want to create?

What image do you wish to convey?

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## The Trial Results



Research Report

Inspect

Examine

Scrutinize

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## You Interpret

the constellation of data  
and give them meaning



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## Make Sense of the Results

What do the results mean?



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## Strategy

Message



Modes of expression



Communication activities



Target groups

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# Content

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## Results → Message

Numbers, tables, diagrams

Give meaning

What you want to convey to your customers

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## Message?

We offer a high-quality product



Ticket of Entry Only

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## Message?

Our antihypertensive product lowers blood pressure effectively



Ticket of Entry Only

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Pointless messages



No **Unique Selling Point**

No competitive advantage

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Be unique and remarkable

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## Unique Selling Point



The trial:

In what way is it special?

What distinguishes it from others?

How are the results distinctive?

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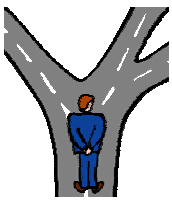
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## The Right Question



Exampel significantly  
prolongs ...

Survival ?

Event-free survival ?

Cardiovascular event-free survival ?

Cardiovascular event and  
procedure-free survival ?

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## The Investigators



An immense  
knowledge  
base

Discuss questions  
with clinical  
investigators

Gain insights  
from the experts

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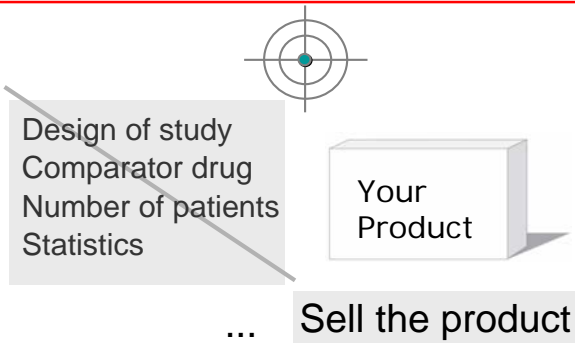
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## The Right Focus



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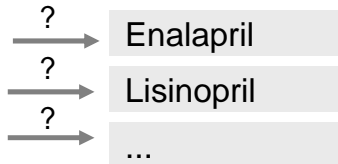
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## 'Class Effect' Questions



Transfer to other substances within the same class

SAVE trial results with Captopril



Can I achieve the same outcome with other similar products?

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## Question Handling

The Others

Your Product



Enter into discussions

We have got the data. They don't.

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## Calling the Other Treatment

- control
- standard treatment
- conventional treatment
- another widely-used substance
- ~~reference substance~~
- ~~gold standard~~

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## The Other Treatment



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## Think Positively



Accentuate the positive

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## A Convincing Message

- Concise** Short and to the point
- Clear** Easily understandable
- Credible** Endorsed by reliable sources
- Consistent** Repeated in a uniform way

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Something your Customers **Care** about

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## Major Results of XYZ Trial

The clinical study of A versus B resulted in risk reductions of

### Primary endpoint

- 8% in all-cause mortality (non-significant trend:  $p=0.128$ )

### Secondary endpoints

- 12% in combined all-cause mortality and all-cause hospitalization ( $p=0.002$ )
- 10% in cardiovascular mortality (non-significant trend:  $p=0.073$ )
- 8% in combined all-cause mortality and cardiovascular hospitalization ( $p=0.036$ )
- 9% in combined cardiovascular mortality and hospitalization ( $p=0.027$ )
- 8% in fatal and non-fatal ... and hospitalization ... ( $p=0.374$ )

### Post-hoc analysis

- 15% in combined all-cause mortality and hospitalisation ... ( $p<0.001$ )

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## Main Pitfall



Cover too much:  
Saying more than is necessary and trying to put all the information into one single document

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## Kiss

Keep  
it  
short and  
simple

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## Take the Time to Be Concise

Sorry, I did not have  
the time to make it shorter

Wolfgang von Goethe  
after writing a long letter

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## Be specific

What is the one thing  
you want your customers  
to know?

Say it as briefly as possible

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## Customers' Eternal Question

Why is this important to me?



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## Relevance

What's-In-It-For-Me Syndrome

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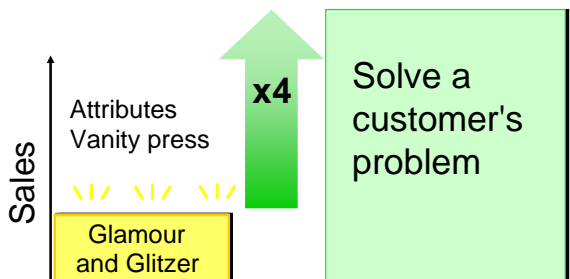
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## Features

## Benefits



Dr. Gallup, USA: Effect of content of TV spots on sales

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Which problem do you solve?

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### The Doctor's Real Needs



My goals

The doctor is interested in  
Improving patients' health

Making patients happy

Giving state-of-the-art treatment

Saving precious time

Being financially successful

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### The Dimensions of Your Offer



Your product

Improvements in

Efficacy

Tolerability

Convenience

Affordability

Where do you provide a solution?

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## An Explicit Benefit I

The new intra-venous formulation of Examplex requires a shorter duration of infusion

Examplex saves time

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## An Explicit Benefit II

Examplex has a longer duration of action for treating this dysfunction

More time for the right moment

See also Marketing campaign for Cialis®  
Treatment of erectile dysfunction. Cialis® is trademark from Lilly

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## An Explicit Benefit III

Examplex is a once-daily medication

Improved convenience

Increased compliance (better adherence to treatment)

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## Case Study

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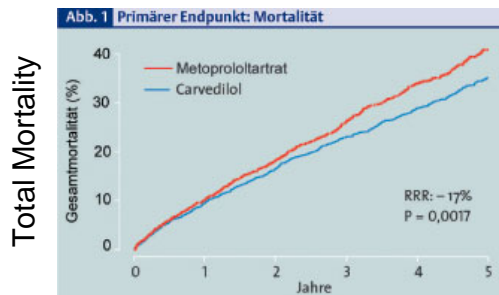
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## COMET: Scientific Data

### Carvedilol in Heart Failure



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## COMET: Scientific Data

### Carvedilol in Heart Failure

In the Carvedilol or Metoprolol European Trial (COMET), around 3000 people with chronic heart failure were assigned to receive twice-daily doses of carvedilol or metoprolol for around five years. Yearly mortality rates were 8.3% with carvedilol and 10.0% with metoprolol. Average life-expectancy was eight years for patients given carvedilol compared with 6.6 years for patients assigned metoprolol. 34% of patients assigned carvedilol died during the five-year study compared with 40% of patients assigned metoprolol.

Based on presentations and The Lancet, 5 July 2003

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## Your Suggestions?

Message to experts

Call for action

Message to prescribing physicians

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## COMET: Message to Experts

Carvedilol in Heart Failure

Results of a European study in this week's issue of *The Lancet* suggest that the beta-blocker carvedilol offers substantial survival benefit compared with another widely-used beta blocker for the treatment of chronic heart failure.

Based on presentations and The Lancet, 5 July 2003

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## COMET: Call for Action

Carvedilol in Heart Failure

Professor Henry Dargie from the Western Infirmary in Glasgow, UK concludes: ?

'... Action is required if the results of clinical research are to be translated into clinical practice.'

Based on presentations and The Lancet, 5 July 2003

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## COMET: Message to Physicians

Carvedilol in Heart Failure

Patients live longer

Translation from German "Deutsches Arzteblatt, 12. September 2003

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## COMET: Message to Physicians

Carvedilol in Heart Failure

Patients live longer

Number?

Translation from German "Deutsches Arzteblatt, 12. September 2003

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## COMET: Message to Physicians

Carvedilol in Heart Failure

Patients live longer,  
on the average 1.4 years

Translation from German "Deutsches Arzteblatt, 12. September 2003

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## COMET: Message to Physicians

Carvedilol in Heart Failure

Patients live longer,  
on the average 1.4 years

Reference?

Translation from German "Deutsches Arzteblatt, 12. September 2003

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## COMET: Message to Physicians

Carvedilol in Heart Failure

Patients live longer,  
on the average 1.4 years \*

\* COMET: Carvedilol *versus* Metoprololtartrat.  
The Lancet 2003;362:7-13

Translation from German "Deutsches Arzteblatt, 12. September 2003

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## COMET: Message to Physicians

Carvedilol in Heart Failure

Patients live longer,  
on the average 1.4 years \*

\* COMET: Carvedilol *versus* Metoprololtartrat.  
The Lancet 2003;362:7-13

The Brand?

Translation from German "Deutsches Arzteblatt, 12. September 2003

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## COMET: Message to Physicians

Carvedilol in Heart Failure

Dilatrend® patients live longer,  
on the average 1.4 years \*

\* COMET: Carvedilol *versus* Metoprololtartrat.  
The Lancet 2003;362:7-13

Dilatrend® is a trademark from Roche

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## COMET: Message to Physicians

Carvedilol in Heart Failure

Dilatrend® patients live longer,  
on the average 1.4 years \*

\* COMET: Carvedilol *versus* Metoprololtartrat.  
The Lancet 2003;362:7-13

Color?



Dilatrend® is a trademark from Roche

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## COMET: Message to Physicians

Carvedilol in Heart Failure

Dilatrend® patients live longer,  
on the average 1.4 years \*

\* COMET: Carvedilol *versus* Metoprololtartrat.  
The Lancet 2003;362:7-13

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## COMET: Message to Physicians

Carvedilol in Heart Failure

**Dilatrend® patients live longer,  
on the average 1.4 years\***

**\* COMET: Carvedilol *versus* Metoprololtartrat.  
The Lancet 2003;362:7-13**

Dilatrend® is a trademark from Roche  
Based on translation from German "Deutsches Ärzteblatt", 12 September 2003

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Change:

Dilatrend®  
patients live  
on the average  
1.4 years longer

Dilatrend sauve  
des vies!  
[www.my-heart.ch](http://www.my-heart.ch)

**DILATREND®**  
Carvedilol

© Healthcare Marketing Dr. Umbach & Partner, 2007 www.umbach Living life longer

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CD-ROM with trial results

[www.my-heart.ch](http://www.my-heart.ch)  
Dilatrend® is a trademark from Roche

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## Case Study

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## Nifedipine in Angina: ACTION



### ACTION – a scientifically solid trial

- Largest ever randomised trial of an anti-anginal drug in patients with stable angina – 7,665 patients
- More than 38,000 patient-years
- Mean follow-up of 5 years
- High level of treatment compliance – nifedipine GITS 79%
- Trial completed with no changes to protocol



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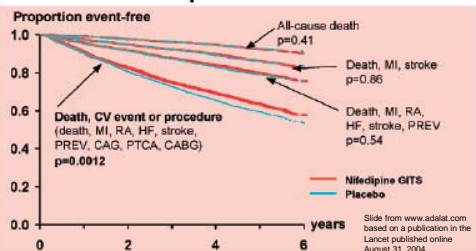
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## Nifedipine in Angina: ACTION



### Nifedipine GITS significantly increases CV event- and procedure-free survival



CAG: coronary angiography; CREV: coronary revascularisation; PREV: peripheral revascularisation; RA: refractory angina

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## ACTION: Scientific Data

### Long-Acting Nifedipine in Angina

**A Coronary Disease Trial Investigating Outcome with Nifedipine GITS (ACTION):** Patients with treated stable symptomatic coronary disease: 3825 patients assigned to nifedipine and 3840 assigned to placebo

**Findings:** 310 patients allocated nifedipine died compared with 291 people allocated placebo ( $p=0.41$ ). Primary endpoint rates per 100 patient-years were 4.6 for nifedipine versus 4.75 for placebo. With nifedipine, rate of death and any cardiovascular event or procedure was 9.32 per 100 patient-years versus 10.50 for placebo ( $p=0.0012$ )

Based on presentations and The Lancet published online August 31, 2004

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## Your Suggestions?

Message to experts

Message to prescribing physicians

Press release

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## ACTION: Message to Experts

### Long-Acting Nifedipine in Angina

Addition of nifedipine GITS to conventional treatment of angina pectoris has no effect on major cardiovascular event-free survival. Nifedipine GITS reduces the need for coronary angiography and interventions.

Based on presentations and The Lancet published online August 31, 2004

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## ACTION: Message to Physicians

### Long-Acting Nifedipine in Angina

A unique study due to its design,  
size and scientific validity

Proven safety and improved outcomes  
on top of best practice treatment:  
11% additional risk reduction\*

\*Primary endpoint and interventions

Based on presentations and The Lancet published online August 31, 2004

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## Nifedipine in Angina: ACTION



### Summary

- A unique study due to its design, size and scientific validity
- Proven safety and improved outcomes on top of best practice treatment:
  - **11% additional risk reduction\***
- Adding even more for hypertensive patients:
  - **13% additional risk reduction in optimally treated patients†**

\*Primary endpoint and interventions; †Primary endpoint



www.adalat.com

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## Nifedipine in Angina: ACTION



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## ACTION: Press Release

New landmark study demonstrates additional benefits of long-acting nifedipine

ACTION is the first long-term randomised controlled clinical trial of an antianginal drug in ...

Professor Philip Poole-Wilson, Chairman of the steering committee, presented the ACTION results.

ACTION ... documents that a long-term treatment with nifedipine GITS significantly prolongs cardiovascular event and procedure-free survival, when added to a best-practice therapy.

Modified text based on original press release at [www.adalat.com](http://www.adalat.com)

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## Link Your Trials



Together, INSIGHT and ACTION make nifedipine GITS the most tested calcium channel blocker with the best evidence, proving its clinical efficacy ...

Based on slide set in [www.adalat.com](http://www.adalat.com) and on article in the Lancet published online August 31, 2004

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## 4 'S': Scientific Data

### Scandinavian Simvastatin Survival Study

Although noncardiac death rates were similar among the groups, the relative risk of mortality (from any cause) was decreased 30%, and the relative risk of coronary mortality was decreased 42% in the simvastatin arm.

Based on presentations and the article by Pedersen TR: Coronary artery disease: the Scandinavian Simvastatin Survival Study experience. Am J Cardiol. 1998 Nov 26;82(10B):53T-56T

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## 4 'S': Message to Physicians

Scandinavian Simvastatin Survival Study

**Zocor®** Power for survival

Zocor® is a trademark of Merck & Co

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## 4 'S': Message to Physicians

Proven to reduce  
total mortality

**Zocor®** Power for survival

+ Merck & Co  
Marketing & Sales activities

Revenue > 5 billion Euros

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### Case Study

- Large trial
- Several thousand patients
- Cardiovascular disease

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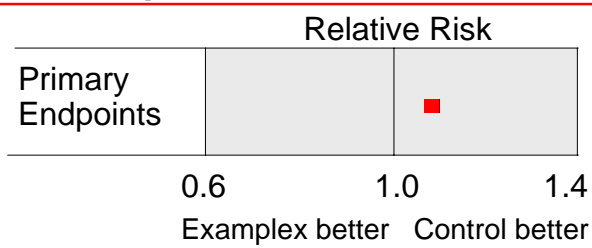
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## Examplex: Outcome I



Which 3 questions will you ask?

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## Questions to Ask

- Confidence intervals
- Results for primary **and** secondary endpoints
- Number of individual endpoints

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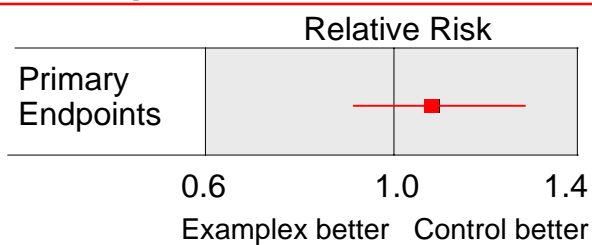
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## Examplex: Outcome II



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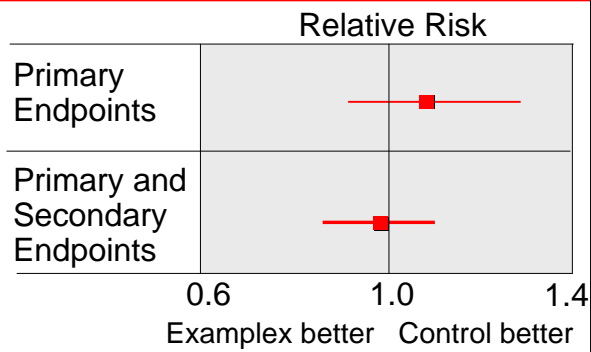
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### Exampex: Outcome III



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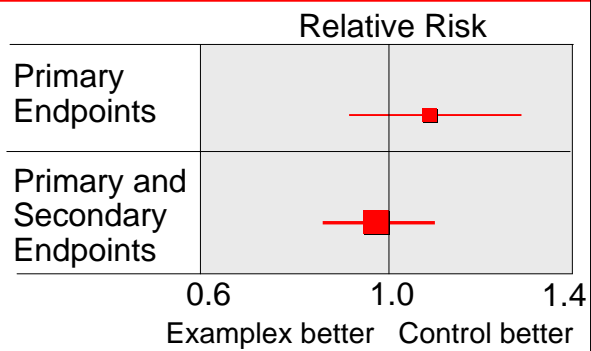
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### Exampex: Outcome IV



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### Adalat INSIGHT Study

Adalat once-daily:  
Effective in preventing  
cardiovascular ... complications



An appropriate and safe initial  
treatment for hypertension

Brown et al: Lancet 2000: 56: 366-72

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## Additional Question

Side effects?

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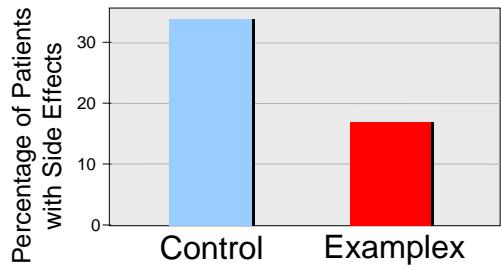
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## Exampex: Side Effects



Exampex was better tolerated

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## Brand Name Visibility

Brand name in study name?

Rename the study  
= Modify the study name

'Sell the product,  
not the study'

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## HOT

Astra



Substance?  
Brand?

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## INSIGHT

**I**nternational  
**N**ifedipine once-daily  
**S**tudy:  
**I**ntervention as a  
**G**oal in  
**H**ypertension  
**T**reatment

Bayer AG



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## Act Responsibly

Publish **all** results whether  
positive or negative!

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## Do Not Hide Data!

Do **not** cover up negative results!

Dangerous Deception –  
Hiding the Evidence of  
Adverse Drug Effects

N Engl J Med 22 Nov 2006

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## Handling 'Negative' Data

Companies publish their clinical  
study results in a trial registry  
on their websites

Example:

[www.lillytrials.com](http://www.lillytrials.com)

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## Careless Wording

**ABC & Co Training Document**  
Potential Questions about Product Safety



"... implying that sales reps  
were being taught to  
evade doctor's questions."

Based on a November 2004 article in The Wall Street Journal

Dictionary: to dodge = to keep away, to avoid

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## Watch What You Write



Every training document is a loose cannonball

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## Careless Email

The Attorney ... filed civil fraud charges against the company, citing an e-mail written by company officials discussing ...

... the need to effectively manage the dissemination of data in order to minimize any potential negative commercial impact.

Based on an August 2004 article in **The Washington Post**

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## Watch What You Write



Every email is a loose cannonball

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## Lack of Impact

Major reason: Recipients ...

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... did not believe your claims

... did not see or did not notice or did not bother to read your stuff

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## Winning Attention

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## Attention

More volatile than



ether

More precious than



gold

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## Grab Attention



First, you must capture the prospect's attention

Make the viewer curious and interested

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Eye-catchers attracting attention?

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## What Gets the Most Attention

abc



1 ?

Text

Machine

2 ?



3 ?

Pattern

Eyes



Face

Body

Animal

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The more text-heavy  
your communication is,  
the faster you will lose  
your audience

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## Get Attention For Your Study

Special words  
arousing curiosity?

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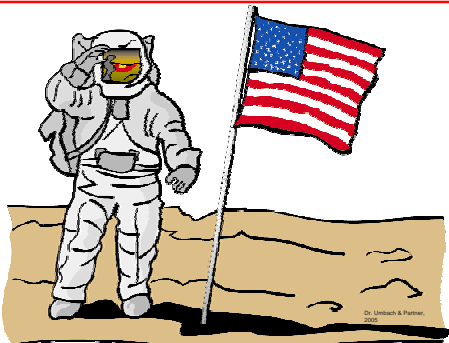
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## First Man on the Moon?



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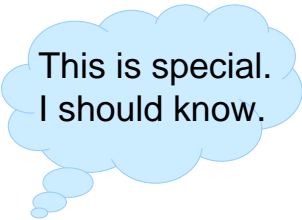
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## Words That Spark Attention

Words you should connect to your study ...

**First**

**New**



Can you justify them?

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## A Unique Trial

because it is the first ...

study that ..



**randomized**

study that ...



randomized **double-blind** study that ..



randomized double-blind study with an **active** control that ...

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## The First Study Investigating

Treatment of hypertension ...



**Fixed combination** hypertension treatment ...



Fixed **low-dose** combination hypertension treatment ...



**Initial** fixed low-dose combination hypertension treatment ...

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## The First ...

... and only low-dose fixed combination treatment registered for initial therapy of hypertension

Preterax® is a trademark of Servier

Translated from a German folder for a product containing perindopril and indamid

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## The Largest Study

The largest morbidity and mortality study in long-term use of ACE inhibitors in the secondary prevention of stable angina

### EUROPA

European Trial on reduction of cardiac events with perindopril in stable coronary artery disease

Translated from a German advertisement Coversum® is a trademark from Servier

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## The Only One

The only angiotensin receptor blocker with proven mortality and morbidity benefits in heart failure, irrespective of background therapy

**CHARM: Candesartan in Heart Failure - Assessment of Reduction in Mortality and morbidity**

Atacand® is AstraZeneca's trademark for candesartan

AstraZeneca  
CARDIOVASCULAR

CHARM 3

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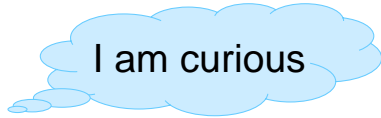
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## Add Adjectives That Excite

Exciting Results



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**ACTION** is one of the most exciting trials ...

Professor Philip Poole-Wilson  
Chairman of the Steering Committee

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## A Precise Number

Key conclusions from the Examplex trial in diabetic patients

The **3** key conclusions from the Examplex trial in diabetic patients

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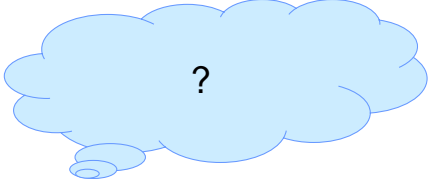
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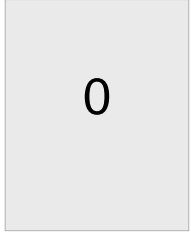
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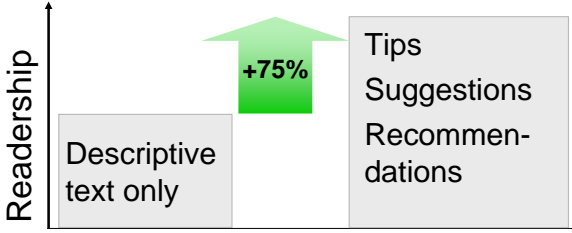
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### Type of Text

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Readership

Type of Text	Readership Increase
Descriptive text only	0%
Tips Suggestions Recommendations	+75%

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## Tips

Healthy Living  
Evergreen Tutorial

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## Blood-pressure lowering product

Offer your patients advice  
for a healthier lifestyle

- Stop smoking
- Maintain regular physical exercise
- Eat a balanced diet
- Ease stress

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## Strategy

Message



Modes of expression



Communication activities



Target groups

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# Conveying the Message

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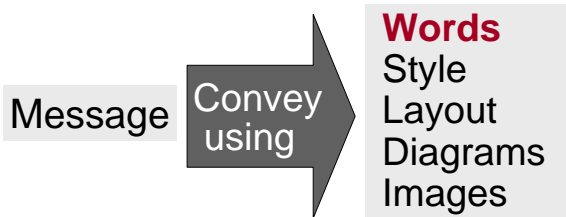
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## The Complete Package

Content Modes of expression



Be comprehensive!

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# Language

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## The Right Words



Use only those terms that convey your message

Find the piece that fits

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## Words Capturing Your Message



Diamonds

Precious gems

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## Use Your Recipients' Vocabulary



Speak your audience's language  
Tailor your wording

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## Use Attractive Headlines

- Analysis of the ABC trial
- Abstract of the ABC trial
- Results of the ABC trial
- Summary of the ABC trial
- Conclusions of the ABC trial
- Lessons learned: The ABC trial

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## Exercise

Describe the message of your study in 15 words or less



You decide if you want to share

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## Precious Words

The three most important words mankind can offer

- 1 Live
- 2 Love
- 3 for example Joy

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## Agency

**Find the love  
of your life**

**Parship**

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## Airline



**Hong kong. Live it. Love it.**

**CATHAY PACIFIC**

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## Pharma

**Do more,  
feel better,  
live longer**

**GSK**

[www.gsk.com](http://www.gsk.com)

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## Words With Invisible Pull



Evoke an image

Promise a benefit

Inspire

Happy, pill, slim, love,  
weekend, beauty, bonus,  
hair, skin, discover

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## Words Easy to Imagine

Happy Pill

Slimming Pill

Love Pill

Weekend Pill

Pill with

Beauty Bonus

Prozac®

Xenical®

Viagra®

Cialis®

Valette®

Trademarks: Prozac® from Pharmacia Upjohn,  
Xenical® from Roche, Viagra® from Pfizer,  
Cialis® from Lilly, Valette® from Jersapham

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## Words That Inspire

Clinical trials to investigate  
the impact of rosuvastatin on  
cardiovascular risk reduction



Life's for living

Booth at ESC 2005 in Stockholm  
Second slogan: Life inspiring ideas  
AstraZeneca: Crestor® (Rosuvastatin)

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## Words That Move

Helping patients do what they love is the heart of cardiovascular success

I love my granddaughter



Pfizer: Lipitor® (Atorvastatin)

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## Terms Easy to Imagine

Anti-androgenic effect

Beneficial influence on hair and skin

Ad for hormonal contraceptive

Proton Pump Inhibitor

Acid Pump Inhibitor

Losec® of AstraZeneca

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## Keywords

Medical News  
Recent study confirms value of Examplex

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.....  
.....

Your reader scans your text for certain words

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## 'Magic' Words in Healthcare

Health	Physicians
Value	Patients
Advantage	Acceptance
Benefit	Guidelines
Result	Medical

... depending on the disease

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## Dictionary

The ten most important words for marketing the trial are ...

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Write your vocabulary

Put in on the wall or computer

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## Vocabulary → Identity



- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• highly efficacious</li><li>• convenient</li><li>• solution</li><li>• very good</li><li>• improves</li></ul> | <ul style="list-style-type: none"><li>• clinical outcome</li><li>• saves time</li><li>• faster</li><li>• advantage</li><li>• physiological</li></ul> |
|---|--|

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## Arrogance

Showing too much self-confidence may hurt you

~~Our company is very proud to offer you the latest product~~

Be careful with 'power talk'

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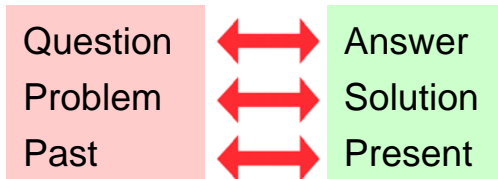
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## Text Logic



Write texts that create tension



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## Questions and Answers

Wouldn't it be nice if you could forget your problem for 24 hours?

Examplex treats your problem for the next 24 hours

Based on a real advertisement  
Remember the legal constraints

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## More Time for the Right Moment

Wouldn't it be nice if you could forget your erectile problems for 24 hours?

Cialis® of Lilly

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## Problems and Solutions

Hypertension-induced cardiovascular morbidity is a healthcare concern.

Examplex can effectively control hypertension and help to reduce cardiovascular morbidity.

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## Past and Present

Diabetes is with your patients all day, every day. **Problem**

**Now** there's an insulin that can work just as long. Examplex provides 24-hour coverage with just one administration. **Solution**

Based on a real advertisement

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## Lantus® in Diabetes

### IN DIABETES, 24-HOUR, ONCE-DAILY BASAL GLUCOSE CONTROL TO HELP GET TO A1C GOAL

Diabetes is with your patients ALL DAY, EVERY DAY. It never rests, never takes a minute off.

Now there's an insulin that can work just as long. LANTUS® gives your patients the POWER to help manage diabetes with a basal insulin that provides 24-hour coverage with just one shot.

Source: [www.lantus.com/professional](http://www.lantus.com/professional)

Lantus is a trademark from Aventis. Lantus is indicated for once daily, at the same time each day, subcutaneous administration for the treatment of adult and pediatric patients (6 years and older) with type 1 diabetes mellitus or adult patients with type 2 diabetes mellitus who require basal (long-acting) insulin for the control of hyperglycemia.

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Speak the truth, but  
speak it pleasantly

Zarathustra

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## Language

Dark  
side



Bright  
side

Words with

Positive interpretations

Optimistic connotations

Agreeable implications

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Raw Original      **Translate**      Edited

Choose positive wordings  
Express things in favourable terms

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-      →      +

Third-world economies      Emerging markets

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-      →      +

negative      less positive

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-      →      +

Campaign advocating prevention measures for senior citizens

**Fighting disease in old age**      **Staying healthy at 50 plus**

Title selected

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-      →      +

**old**      **established**  
**well-known**  
**modern classic**

Example: Aspirin®  
Aspirin® is a trademark from Bayer AG

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-      →      +

**disappointing**      **informative**  
**instructive**  
**insightful**

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Examplex reduces mortality	Examplex prolongs survival
	Examplex improves survival

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-      +

Fewer side effects	Better tolerability
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-      +

Risk reduction with treatment	Benefit achieved with treatment
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## The Long and the Short

at all times	→	always
by means of	→	by
in case of	→	if
in order to	→	to
with the result that	→	so that
due to the fact that	→	since

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## Emphasize the Benefit

What the company does    What the customer gets

We will mail you the reprint	You will get the reprint by mail
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## Alternatives to 'Prove'

Validate  
Document  
Confirm  
Highlight  
Support  
Emphasize  
Underline

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## Alternatives to 'Difference'

Case: Exemplex is 20% better

20% improvement

20% increase

20% difference

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## Use the Active Voice

A 20% increase  
in survival rate was  
observed in the  
Exemplex group

Exemplex  
improved  
survival  
by 20%

SAVE trial: Captopril improved ... by 20%

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## Edit a Scientific Text

This randomized clinical trial investigated the influence of substantin on the mortality of patients with breast cancer. The trial showed a significant difference between the treatment arms in favour of substantin.

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## Avoid 'Blind' Headlines



Instead use headlines that:

- Promise to add value
- Mention an advantage
- Announce a benefit



Let the sun shine in

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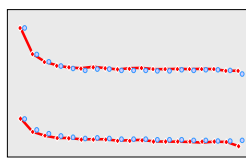
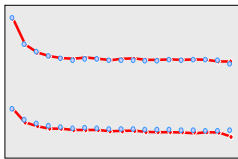
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## Purposeful Subheadings

**Mean Blood Pressure Values**

**Antihypertensive Efficacy**

Mean Blood Pressure Values



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## Visual Communication

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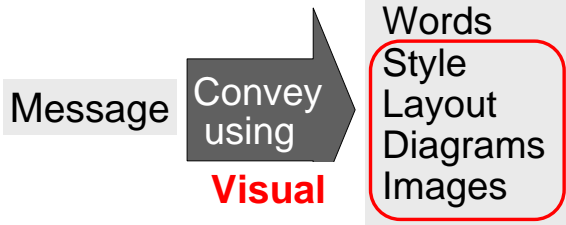
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## Develop the Complete Package

Content Modes of expression



Be comprehensive!

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## Who is Responsible?

That's the ad agency's job

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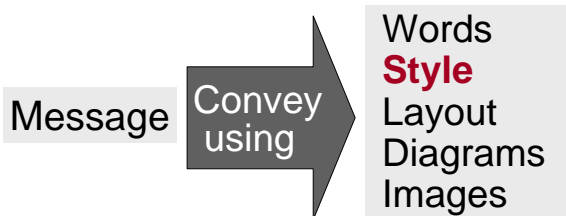
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## Develop the Complete Package

Content Modes of expression



Be comprehensive!

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## Bullet Points

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Readership ↑

Continuous text without paragraphs

↑

- Attention
- Interest
- Curiosity

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## Number of Bullet Points

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Uneven

Even

3

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## Make lists of three

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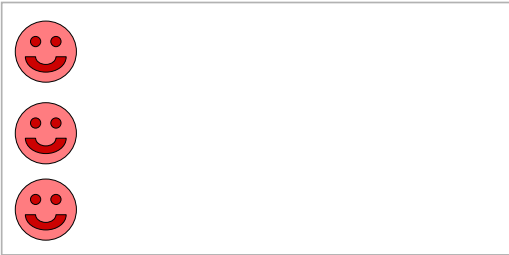
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## Suitable Symbols?



Real-life example

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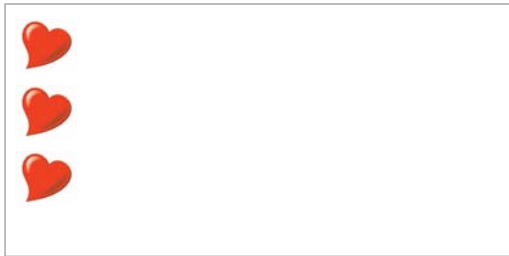
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## Suitable Symbols?



Real-life example

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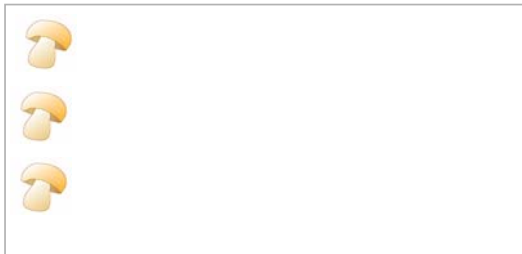
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## Suitable Symbols?



Letter to gynecologists: Antimycotic vaginal cream against fungal infections

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## Suitable Symbols


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## Your Own Notes

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**Results of the randomized ABC trial in diabetic patients ...**

Text that few people will ever read

.....

.....

.....

**Interesting Points**

- .....
- .....
- .....

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## Negative Typography

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## How to Emphasize Words

Change to a bigger font

Change to another font

Underline

**Bold**

Colour

Highlight



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## Direct Quotations

"An exciting trial"



Quotation marks  
will increase recall  
by 28%

An exciting trial

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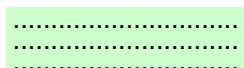
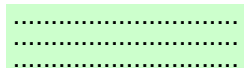
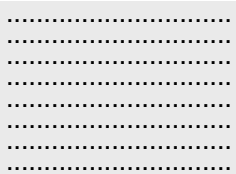
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## Vacant Lines



... between paragraphs  
increase readership by 12%

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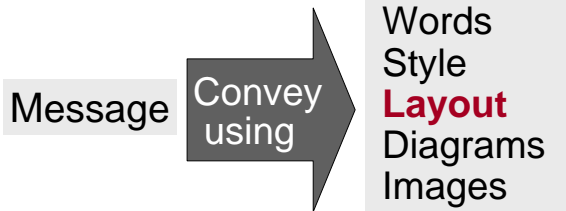
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## Develop the Complete Package

Content Modes of expression



Be comprehensive!

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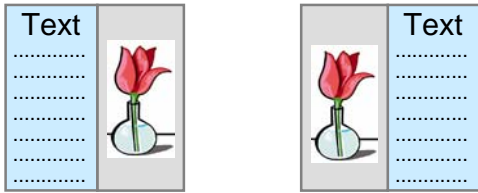
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## Vertical



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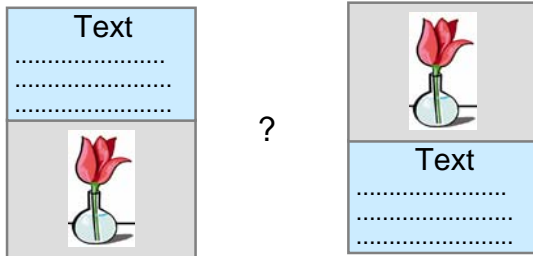
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## Horizontal



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## Precious Space

Which are the **first** and which are the **second** elements to be read in a piece?

Headline

First words of copy

Last words of copy

Words underneath the photo

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## Correct Captions

Examplex saves time



Examplex saves time

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Case Study

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## Glomerular Filtration Rate

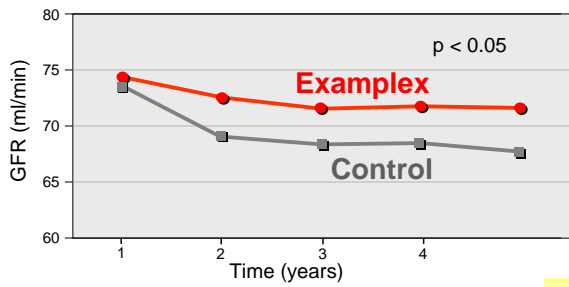


Figure 3: Analysis of data from measurements of glomerular filtration rate in the two treatment groups



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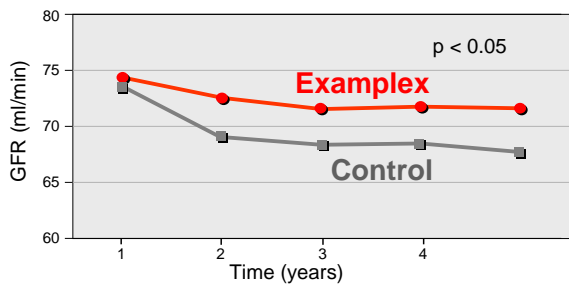
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## Glomerular Filtration Rate



Better preservation of renal function with Examplex

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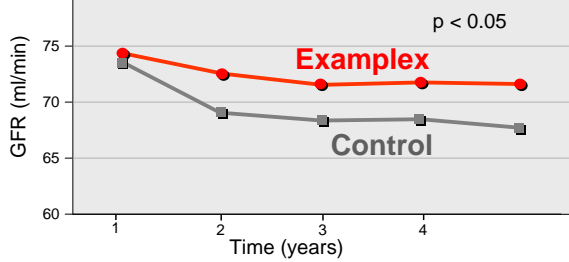
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## Renal Function

### Glomerular Filtration Rate



Better preservation of renal function with Examplex

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Case Study

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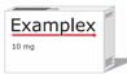
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### Layout?

Summary

- .....
- .....
- .....



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Message

Picture

Detailed text (Copy)

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.....

Sentence arousing curiosity

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### Develop the Complete Package

Content    Modes of expression

Message

➔

Words

Style

Layout

**Diagrams**

Images

Convey using

Be comprehensive!

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**Case Study**

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**Recall with Substantin 1**

Increase	Constant	Decrease
50%	48%	2%

Sequence of columns?

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**Recall with Substantin 2**

Decrease	Constant	Increase
2%	48%	50%

Appropriate way of depicting data?

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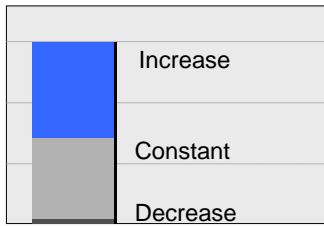
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### Recall with Substantin 3



Font size?

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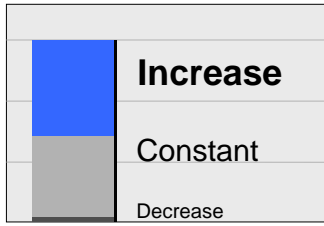
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### Recall with Substantin 4



Symbolizing Action?

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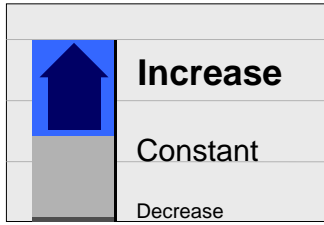
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### Recall with Substantin 5



Number?

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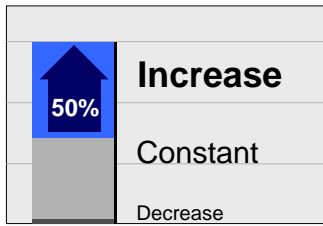
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## Recall with Substantin 6



Brand name?

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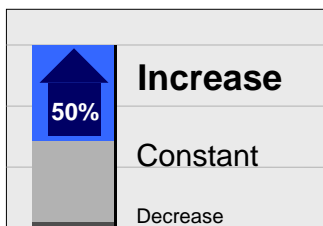
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## Recall with Exampex



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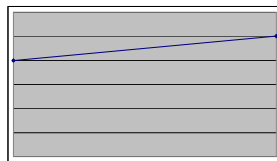
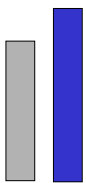
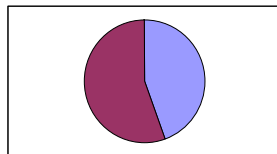
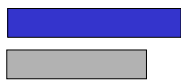
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## Type of Diagramme



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Case Study

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Clinical Trial Results

Herpes virus infections  
Substantin\* reduces  
recurrences\*\* by 75%

- \* Brand name: Examplex
- \*\* Percentage of cases in which it happens again

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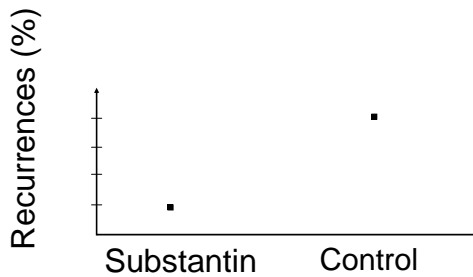
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Poorly Visible Results



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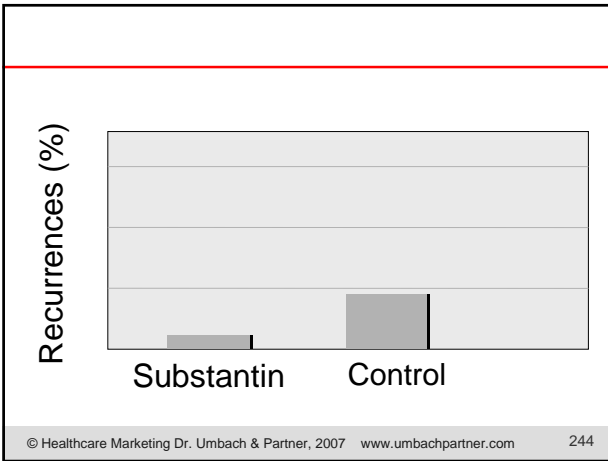
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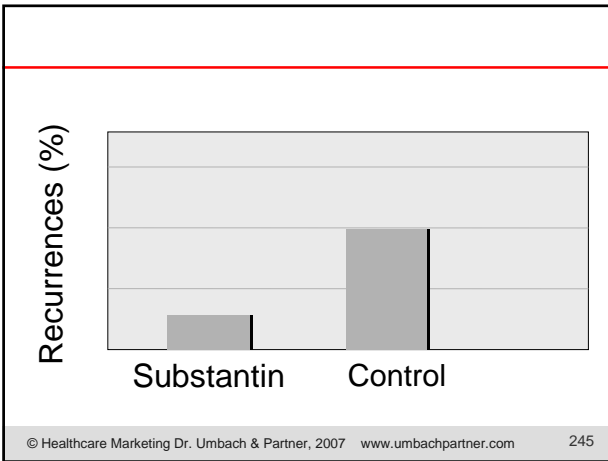
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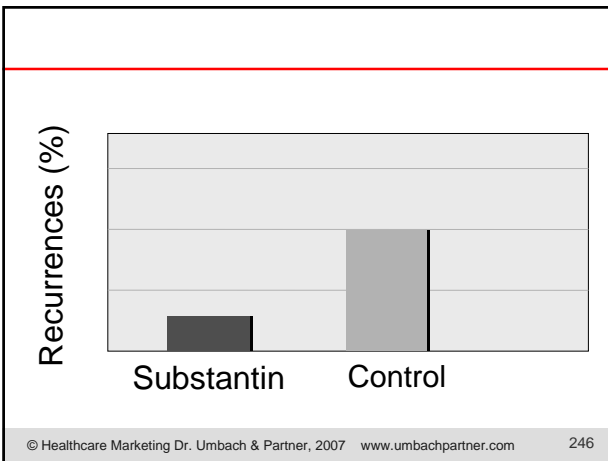
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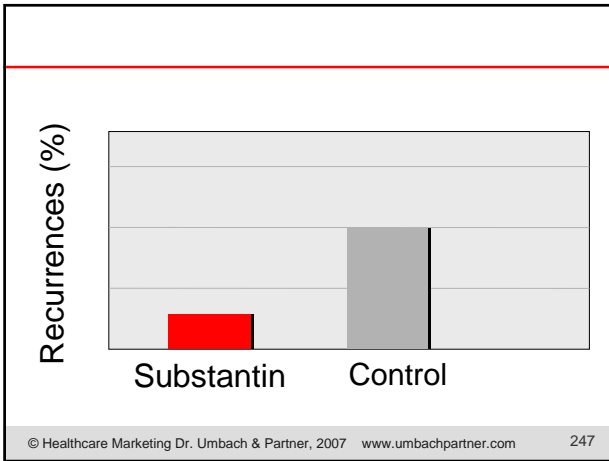
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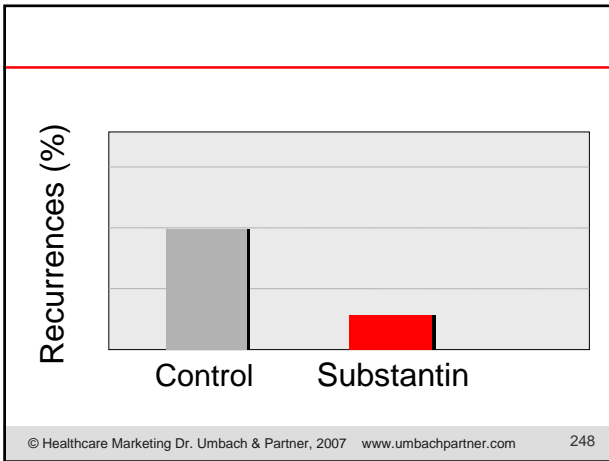
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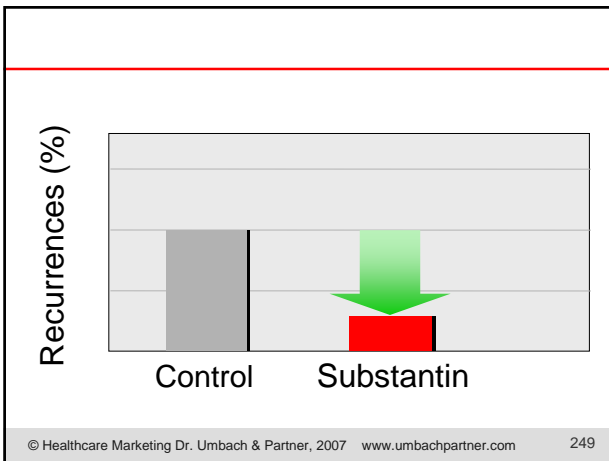
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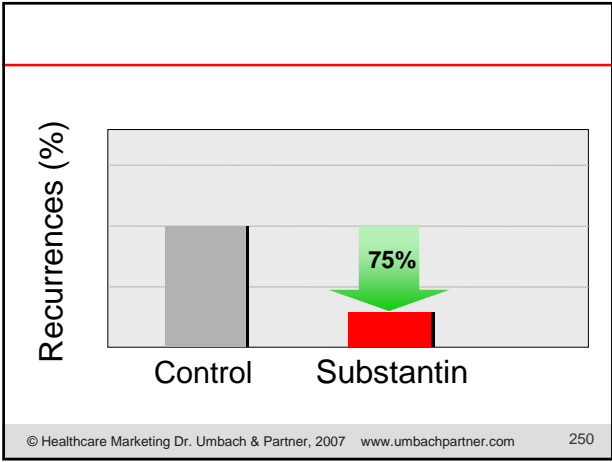
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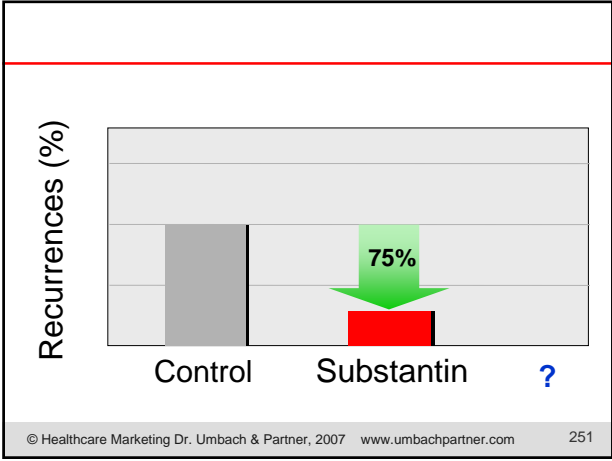
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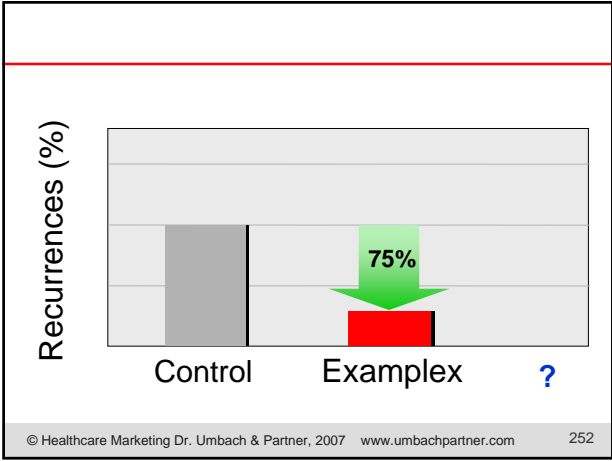
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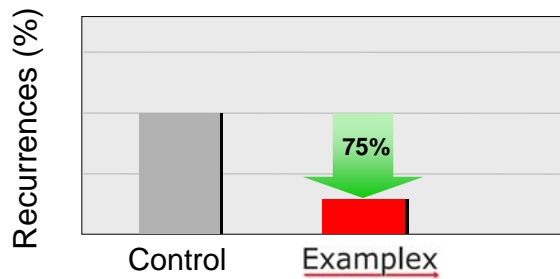
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## Improved Diagram



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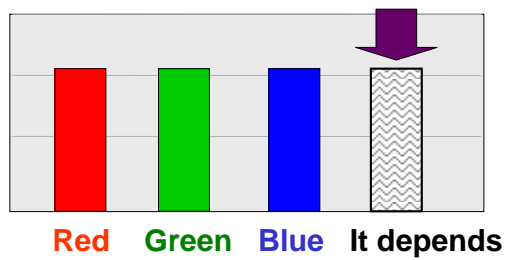
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## The Product Column Colour

should be ... the brand colour



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## The Placebo Column Colour

should be ... inconspicuous



e.g. Grey

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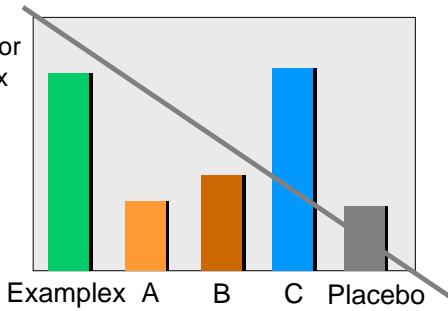
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## Pitfalls in Design

Brand Colours for Examplex



Note: A, B, C are competitors

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Use the brand color only for the brand column!

Put the brand column always in the same place (on the right hand side)

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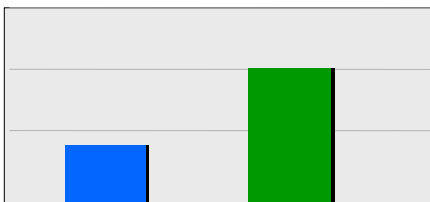
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## Colour Diagram

Control Active



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## Black-and-White Copy

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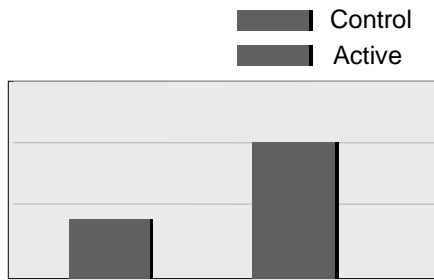
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## Black-and-White Copy



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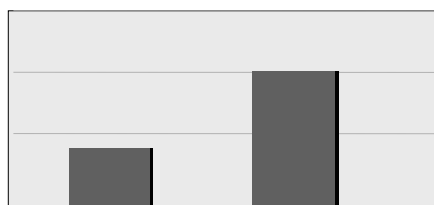
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## Column Labels

Label columns directly



Control

Active

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## Checking for Photocopies



Before approving a colour document, make a black-and-white copy

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## A Graphic Designer



Designer

Add someone to your team with experience in developing good graphics, posters, ads

I will get .... on board

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## Direct Response Marketing

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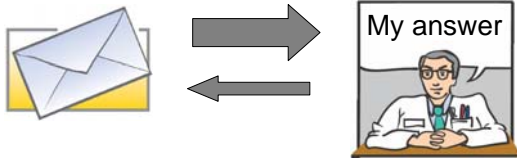
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## Customer Dialogue



'Talk' and 'listen' to your customers by direct-response marketing

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## Targeting the Recipient

You as healthcare professional



You as a physician



You as an internist



You as a cardiologist

The more precise, the better

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## Relationship Marketing

### FAX INFO

In Cooperation with the Society for .....

**Hormonal Contraception in Patients with Diabetes mellitus**

A Scientific Service  
from Company ABC

**Examplex**

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### Active Design

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1 Cut \_\_\_\_\_

2 ✂ \_\_\_\_\_

3 ✂ -----

Highest response?

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### Highest Response?

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 -----	Response Card
Coupon	Adhesive card

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### Test

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Person  Sandra

*sampled*  

Teas Sanya Madoorie

Preference: ? ?

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## Test



Person

Madeleine

sampled



Teas

Sanya

Madoorie

Preference: ?

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## Familiarity Breeds Response

Person

Sandra

Madeleine



Tea

Sanya

Madoorie

'Implicit Egotism'

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## Personal Salutation

Dear Doctor,

Dear Doctor Mark,

Name of recipient

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## The Power of First Names

.....	.....	.....
Best regards, <i>Umm</i>	Best regards, M. Miller	Best regards, Martin Miller

Reveal something 'personal'

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## Signature Colours

..... ..... ..... ..... ..... <i>John Umbach</i>	..... ..... ..... ..... ..... <i>John Umbach</i>
In black	In blue

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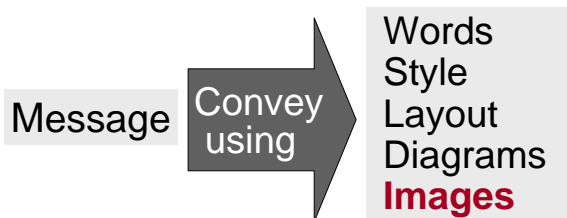
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## Develop the Complete Package

Content Modes of expression



Be comprehensive!

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## The Impact of Images

Visual information

works at a subconscious level

is less analyzed than words

is stored more efficiently  
than text

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## The Right Triangle

Which product seems  
more effective in  
**lowering** cholesterol?

**CRES** ▼   **CRES** ▲

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## Appropriate Images

Picture

Illustration

Symbol

Icon

Choose a visual relevant  
to your message

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## Viewing Time per Ad

2 seconds

Convey your message

- Freedom
- Adventure
- Nature

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## Blood Pressure Control



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## Once-a-Day



One tablet      ...  
once-a-day

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## Suitable for Young Women



Red roses

Convenient Contraception

See also [www.laralove.de](http://www.laralove.de) and [www.laralove.ch](http://www.laralove.ch)

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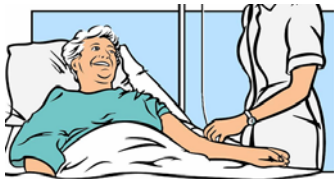
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## Easy Intravenous Application



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## Intima-Media-Thickness

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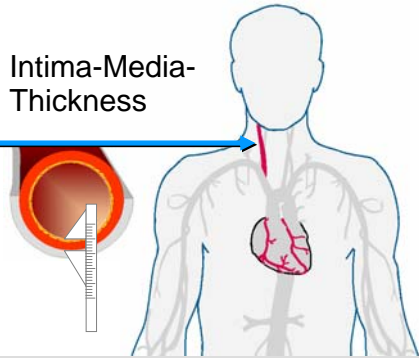
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## Intima-Media-Thickness



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## Find Images on the Web

Type a keyword and let a search engine (*Google*) find

- suitable words
- suitable pictures

[www.inmagine.com](http://www.inmagine.com)  
[www.agefotostock.com](http://www.agefotostock.com)

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## Glorious Technicolour



**Tunnel tones**

Black  
and  
grey



**Technicolour**

Add colour and  
increase recall  
by **100%**

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## Art Work or Photographs



Drawing



Photograph



Authentic  
True

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## Professional Photography



Increase credibility  
of your communication

Spend money on an  
excellent potographer

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## Show What You Sell

Which picture works best?



Tablet



Blister



Package

Packshot

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## Show People Using your Product



Examplex saves time

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## Enhance Impact of Visuals

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### Recommended

Animals  
Product name  
Shades of grey  
Artist's illustrations

Human being  
Packshot  
Colour  
Photographs

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## Creating Emotional Impact

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## Hard Facts versus Stories

Type of Evidence	Data Numbers Statistics	Examples Anecdotes Allegories
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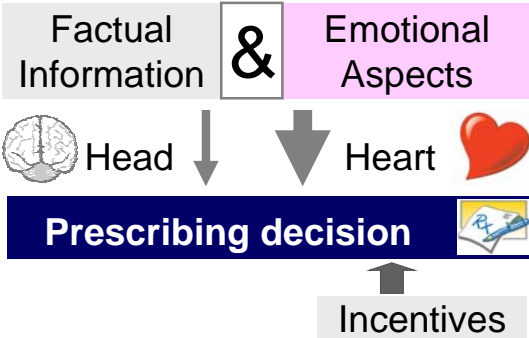
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## Powerful Emotional Bonds



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## A Human Interest Story

Tell a story involving a human being that ...

- ... speaks to the heart
- ... appeals to the emotions
- ... evokes certain feelings

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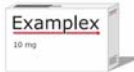
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## Evidence Based on Numbers

### Real Economic Value

Cost control and savings in antihypertensive therapy  
Compared to major competitor:  
Savings of \$111 a year



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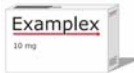
## The Complete Picture

Picture  
of an  
elderly  
lady

Name ..... Helen R.  
Age ..... 72  
Marital Status .... widowed  
Health Ins ..... Medicare

“Save \$111 a year?  
That’s bus fare to  
work for 3 months.”

Human Interest Story



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## Evidence Based on Numbers

Prescription drugs can help patients avoid disabling strokes and nursing home care, which averages over US \$ 30,000 per year.

PHARMACEUTICALS  
Saving Lives.  
Saving Money.

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## Human Interest Story

Clinical  
Case

It all started  
when ....

Now I cannot  
tolerate it any  
longer.

It is so unnatural,  
so terrible ...

Patient, 66 years old  
Restless Leg Syndrome

Based on a German  
brochure for Restex®,  
a Roche trademark

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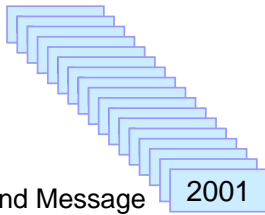
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## Brand Messages per Day?



Your Brand Message

2001

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## Branding

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## Aligning the Components



Individual  
elements

Clear and  
memorable

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*Déjà vu* experience

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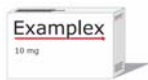
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## Brand Can Support Trial



The brand's  
identity  
character  
personality

can help  
market  
your study

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## Trial Can Strengthen Brand

The results can

Re-energize

Re-vitalize

Re-juvenate



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## Your Email Signature

Best regards,  
Joe Smith  
XYZ Company  
London, UK  
Phone ...  
Fax ....

What's  
missing?

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## Your Email Identity

Best regards,  
Joe Smith

### Suggested Signatures

Product Manager Examplex

Examplex Marketing Team

Coordinator Examplex ABC Communication

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## The Mathematics of Emails

20 emails per day

x 200 working days

= 4 000 product messages sent

Automatic promotion with  
no additional cost

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## Branding?

Slide Kit

The ABC Trial

Based on a real example

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## Branding?

Examplex

Substantin

Results of ABC Trial



Hypertension

Evidence-based Medicine

Examplex

Based on a real example

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# Marketing Internally

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How will you market the study within the company to ensure internal support?

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## Internal Marketing Programme



Activities inside your organization

- Meetings with top management
- Internal presentations
- Internal publications
- Internal interviews
- Intranet
- Communication platform
- Incorporate the sales force
- Get support from headquarters
- Inform all stakeholders

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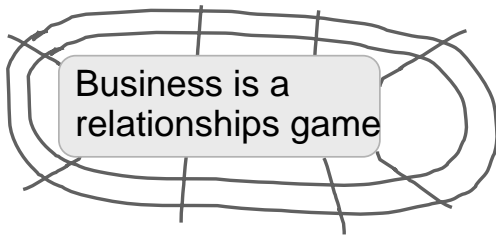
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## Your Supporters' Web



Weave a web of people that support you

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## Network



Become part of the circle of people who help each other

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## External Communication

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## Strategy

Message



Modes of expression



Communication activities



Target groups

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## External Communication



Activities  
in the  
market

- Pre-Marketing
- Publication Strategy
- Events
- Opinion Leaders
- The Web
- Public Relations
- Advertising
- Sales Force
- Coordination

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## Deliver Your Message

To the right audience:  
Physicians, patients, ....

In the right sequence

In the right way

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You cannot communicate  
too much

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## External Communication

Pre-Marketing

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## Pre-Marketing



Sow the  
seeds

Benefit from  
the study  
before the results  
are available

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## Three Pre-Marketing Options



Riding the wave

Acknowledge a medical need

Address a research question

Create an umbrella concept

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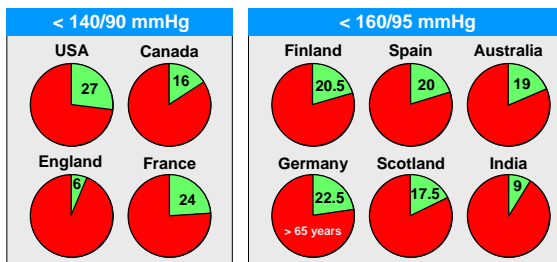
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## A Medical Need

Confirm the need for better treatment



Percentage of adequately treated hypertensives

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## A Research Question



Example

What is the optimal arterial blood pressure?

The HOT (Hypertension Optimal Treatment) trial investigated this question

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## An Umbrella Concept



Develop a theme versatile enough to accommodate the future message independent of the exact scientific results

Example **Confidence**

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## External Communication

Publication Strategy

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## The Publication Team

Marketing

Medical Team

Key Investigator

Potential support:  
Experienced Consultant  
Medical Writer

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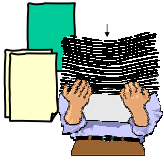
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## Distribute Reprints



Reprints

Via sales reps in the doctor's office  
At the company booth of an exhibition  
At satellite symposia of conferences

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## Mail Reprints



Publication

Send out the main article to the doctors in your database

Who should send it?  
Ask the Principal Investigator!

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## A Draft Letter

Cover letter accompanying your reprint

Dear colleague, **University Hospital ....**  
The results of a randomized clinical trial in diabetic patients treated with substantin may be of interest to you.  
I enclose the recent publication.  
Best regards,  
Professor Peter Smith  
Enclosure: Reprint

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## Highlight

Substantin Improved Outcome  
in Patients with Diabetes

Substantin improved  
cardiovascular out-  
come by 50%

Emphasize  
key sentences  
in the  
publication

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## Suggest Topics

Themes for follow-up papers

- Additional analyses
- Intermediate endpoints
- Reports about conferences
- Reviews

**Publish, Publish, Publish**

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## Support Authors



Inspire them to write

- Pay honoraria
- Support travel expenses
- Suggest junior researcher
- Consider medical writer

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## External Communication

Events

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## Benefit from Your Events



Make your product visible

Brand the event

Connect to your guests

Establish personal rapport

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Contacting  
Contracting

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## Your Invitation Road Map

Exemplar Workshop Venue



Show people how to get there

Branded invitation card

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## Conference Checklist



Wealth of options

- Main session
- Satellite symposium
- Expert workshop
- Press activities
- Booth at exhibition
- Hand-out materials
- Hotel reservations

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## Satellite Symposia

- Which conference?
- What attractive topic?
- Who as speakers, chairpersons?
- Which support for travel, slides?

Meet speakers and chairpersons before the event

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## Fill Empty Seats

You prepare a big event.

Registration from company employees: Poor

How to motivate them to attend?

Ask your CEO to deliver the keynote address

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## External Communication



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## Opinion Leader Sequence



Contact them in the right order!

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## Get Endorsement

Establish regular contacts  
to accomplish support



Individual  
Opinion  
Leaders

Expert  
Panel  
Meetings

Conferences  
of Medical  
Societies

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## Connect to People



It's always  
personal!

You **never** have  
a relationship with  
an organization

You **always** have  
a relationship with  
an individual

The human relationship counts

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## The Forgotten Heros



Benefit from the contacts  
already established by  
the 'Medical Team'

Clinical  
Investi-  
gators

- Include them
- Involve them
- Invite them

Turn investigators into advocates

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## VIP Micro Meetings



The principle investigator invites hand-picked, selected experts

Strictly confidential workshop

You facilitate and organize, creating an aura of exclusivity

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## Meeting Benefits



Speakers practise answers to difficult questions



Invited experts enhance their reputation

You get participants on board

You reduce the risk of 'snipers'

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## Organize Lecture Tours



Good speaker

Attractive topic

Spreading the message

Social aspects

Memorable presentations

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## External Communication

The Web

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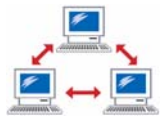
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## Use the Web



Write clearly

Visualize

Ensure easy navigation

Promote the web address

Measure visits

Improve continuously

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## Options for Web Presence

General information about the disease for the public

'Professional' site with restricted access

Study group site communicating research results

Website for people in the US

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## Offer General Information

Post practical information about the disease without mentioning brand names Example:

Schering AG's educational site on multiple sclerosis for patients, families, friends at [www.ms-gateway.com](http://www.ms-gateway.com)

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## Create a 'Professional' Site

The section you selected contains information intended for healthcare professionals only

**Yes, I am a healthcare professional**

Pour des raisons juridiques, les informations que vous avez sélectionnées sont réservées aux professionnels de la santé. Je confirme que j'ai lu les conditions et que je les accepte.

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## Support a Study Website

Study groups can operate independent websites where they communicate research results (slides from congresses, etc.)

- Suggest a draft
- Sponsor the web agency
- The study group approves content

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## A Website for the US

Disclaimer on certain websites

'You are linking to a site that contains information that is intended for consumers and patients in the United States only'



Product website with brand name

Direct-To-Consumer Marketing

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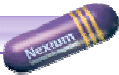
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## US Website

Learn More



www.purplepill:  
Acid reflux disease

**Recent medical studies prove Nexium® heals that damage better than the other leading prescription medicines. No wonder they call Nexium® the healing purple pill. Hey, with Nexium® you don't just feel better, you are better.**

Nexium® is a trademark of AstraZeneca

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## More Orders?

Order now

Order now

27%

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## External Communication

Public Relations

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## Dealing with Journalists

Get public relations professionals

To select the right journalists

To take care of the journalists

To monitor the press

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## A National Press Article



Headline the day after the presentation of the "4S" study results with simvastatin

### Cholesterol drug helps save lives

"The drug, Zocor, made by Merck & Co. was shown to ... "

Zocor® is a trademark from Merck & Co.

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## A National Magazine Article

Which Love Pill is the Best One?



Trademarks:  
Cialis® from Lilly,  
Levitra® from Bayer  
Viagra® from Pfizer

In a head-to-head comparison, the percentage of men preferring

- Cialis® was 46%
- Levitra® was 30%
- Viagra® was 14%

Based on a translation from an article in  
TV Hören und Sehen, 20 - 26 December 2003

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## PR to Professionals

Press release to news agencies (e.g. Reuters)

Press conference the day before the presentation (embargoed)

Press kit including background information

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## External Communication

Advertising

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## Test Advertisements

Ask reps and doctors:  
Do they remember

The brand?

The message?

The product advantage?

Do you have 3 times 'yes'?

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## External Communication

Sales Force

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## One Rep Visit to the Doctor



Germany

USA

Duration

6 min

1½ min

Cost: 70 to 150 Euros

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## Explaining the Product Benefit



Be brief  
Be bright  
Be gone

Your advantage:  
Why should the  
doctor prescribe  
**your** product?

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## Interact with Reps



Workshops  
with the  
sales force

Inform them

Train them

Educate them

Motivate them

Inspire them?

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## External Communication

Coordination

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## Match the Elements



Make all pieces of the marketing puzzle fit together

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## Successful Press Activities

### Medical News

Recent study confirms the value of Examplex

.....  
.....  
.....

A medical newspaper published the article. You didn't have time to inform the sales force.

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# Who will call you?



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## The Proper Order of Events

Ensure the right sequence



**Medical News**  
Recent study confirms  
the value of Examplex  
.....  
.....

**First** inform  
and train  
the reps

**Then** place the  
article in the  
newspapers

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## Manage the Interfaces



Marketing



Rep



Doctor

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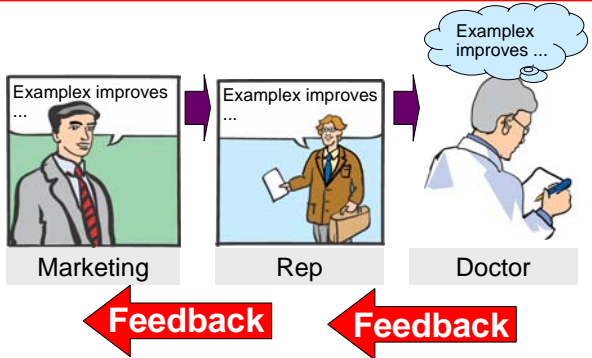
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## Manage the Interfaces



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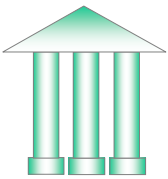
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## Communication Headquarters



Transform  
your office

Put a sign on your door

**Examplex Trial**

**C**ommunication  
**C**oordination  
**C**entre

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## Maximize Your Impact

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## Consistency in Words

Use identical vocabulary and terminology in

- Publications
- Press releases
- Advertisements

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## Consistency in Numbers

Use identical numbers: Either

always      or      always  
49.5%                      50%

Make your choice and stick to it!

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## Consistency Across People

Marketing ↔ Development

Company ↔ Opinion leader

Headquarters ↔ Affiliates

Requires your constant coordination

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## Consistency Across Time



Repeat  
identical key  
messages

Hammer it in!

Year on year

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## Resist Temptations 1

We have great creative ideas ...  
we will make it more modern

Advertising Agency

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## Resist Temptations 2

The doctors want something new.  
We need a fresh cycle campaign

Sales rep

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## Consistent Message



Stick to the same piece

Play it again

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## Project Phases

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## The Project Life



Somebody has to steer the endeavour through its phases

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## The Five Project Phases

- 1 Start      Assignment
- 2 Shape      Reframing phase
- 3 Plan      Submarine phase
- 4 Implement      Flagship phase
- 5 Close      Finishing phase

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## Factors for Success

- Tell the doctor
- Tell the doctor
- Tell the doctor

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## Project Management

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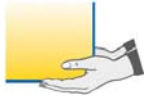
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## Implement effectively



Be known for

Delivering results

Achieving objectives

Successfully executing projects

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She makes things happen

He gets things done

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## Action Plan

Who	What	When
Andy	• Expert Meetings	10 May ✓✓
Chris	• Press Conference	12 May ✓✓
Tom	• Email to Investigators	15 May ✓✓
.	• Conference - Presentation	.
.	- Workshops	.
.	- Satellite	.
.	- Material	.
.	• Internal emails	.
.	• Website online	.
.	• Lecture tours	.
.	• Publication	.

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## Deadline



The **latest** time by which something must be completed

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## Make Timelines Visible

Update action plans regularly



Electronically  
by email



Physically with  
a printed version

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## Monitor Performance



Follow up

Assess progress  
to see if dead-  
lines are met

Check adherence to timelines

Verify if milestones are reached

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## Organize Project Reviews



Regular Routine Review Meeting

Schedule a rhythm of meetings, for example every Monday morning

Are we on schedule?

Is our project on track?

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## Personal Responsibility



Reward those who keep their deadlines



Admonish those who miss their deadlines

Hold people accountable

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## The Timing Speed Example

How quickly were slides of the results available following the first official presentation?

- within 1 month
- within 1 week
- on the same day

Company representatives handed out the slides immediately after the session.

**Opportunity well used!**

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## The Timing Delay Example

**N** trial results: **D** significantly reduced stroke.  
After the presentation at a major congress,  
company representatives at the booth offered

- CD-ROM with study results
- Brochure with study results
- An abstract on a sheet of paper
- Nice coffee mugs

**Missed Opportunity**

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## People

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## A Winning Team



Get the best  
people to help you

Game of  
Business

Sir Richard Branson  
Founder of Virgin Group

Usually the team with  
the best players wins

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## Attracting People

I would like to be on your team!



Bright volunteer who wants to join

Make your project so appealing that people want to be part of it!

What would it take to make people sign up?

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## Good Team Culture



Jointly performing a great project

Your team: A vital, vibrant and dynamic place where people

Take risks

Learn

Grow

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## Positive Attitude



Up-beat wins

Be confident

Show drive

Exude optimism

Emanate enthusiasm

We can do it

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## Praise



Energize  
people

Appreciate

Acclaim

Give compliments

Recognize  
special efforts

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## Live up to your potential

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It is your life

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**You are in charge**

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**Wake Up**



Morning

Alert

Act

Make every day count

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**Rise to New Heights**



No one can predict to what heights you can soar

Even you will not know until you spread your wings

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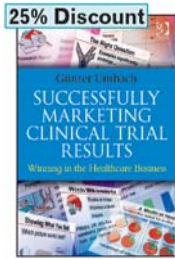
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## More

Newsletter

"Tips and Trends" +



Email: [umbach@umbachpartner.com](mailto:umbach@umbachpartner.com)

**Discussion**

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## Appendix

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## Five Golden Rules

- 1) Keep it short and simple
- 2) Test and adjust
- 3) Keep deadlines
- 4) Communicate consistently
- 5) Keep people motivated

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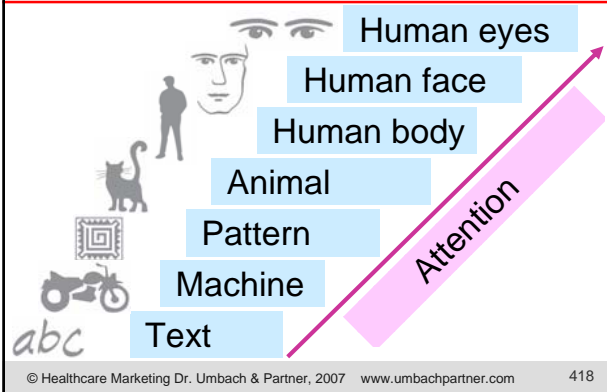
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## Ranking Attention-Grabbers



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## Edit a Scientific Text

This randomized clinical trial investigated the influence of substantin on the mortality of patients with breast cancer. The trial showed a significant difference between the treatment arms in favour of substantin.

Substantin significantly improves survival in breast cancer patients. The results of this randomized clinical trial clearly confirm the benefit of substantin.

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## Get Approval Easily

This randomized clinical trial investigated the influence of substantin on the mortality of patients with breast cancer. The trial showed a significant difference between the treatment arms in favour of substantin.

Substantin significantly improves survival in breast cancer patients. The results of this randomized clinical trial clearly confirm the benefit of Examplex®.

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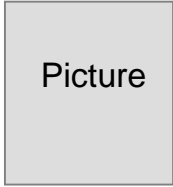
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## Suggested Layout

Sentence arousing curiosity



Message

Detailed text (Copy)

.....  
 .....  
 .....

Summary

- .....
- .....
- .....




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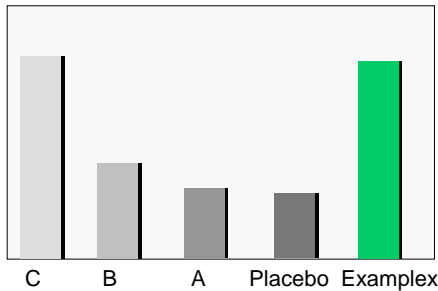
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## Improved Diagram




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