



# INTEGRATED EVIDENCE GENERATION & MEDICAL PLANNING ACROSS MULTIPLE INDICATIONS

## THE CLIENT’S CHALLENGE

This top-20 pharma Global Medical Affairs group needed to optimize IEGP and Medical planning for a priority asset across pre/peri/post-launch with an Alliance partner. Fragmented processes required an indication-tailored approach and stronger global-local and Brand alignment.



## OUR SOLUTION

- Applied a best-practice, indication-specific framework; engaged the right functions/markets at the right time.
- Ran cross-functional workshops to set evidence drivers, medical objectives, and “bread & butter”/“big idea” tactics.
- Delivered integrated IEGPs and Medical Plans with clear interdependencies and pull-through with Brand planning.

## OUR IMPACT

Aligned IEGPs, Medical and Brand Plans by indication, maximizing asset potential

Reduced stakeholder burden by streamlining templates and collaborative plans

Global-Local collaboration and cross-indication tactics supporting brand goals.