



**Pharma Messaging System® Integrated Drugs Messaging Information System**

**Simple, Secure, Mobile -Based Technology That Facilitates The Exchange Of Drug Information**

Successful commercialization requires meeting the needs of a growing number of stakeholders, including physicians, patients, governments and payers. Success requires an integrated pharmaceutical teamwork, to include the right Medical Communications expertise where needed, all while addressing traditional R&D, marketing and regulatory affairs. This multi-stakeholder approach ensures drug companies encounter a meaningful opportunity for ongoing success.

E\*HealthLine’s Medical Communications translates healthcare discoveries and complex scientific data into a motivating chain of communications. As a result, this exchange of vital information assists in achieving the excellence in product launch and accelerates the adoption and recommendations by healthcare professionals. E\*HealthLine facilitates in conveying the health-economic benefits of healthcare discoveries to payers, and assist sponsors to optimize market access and reimbursement for their products.

**Driving Brand Performance Through Integrated – Evidence Based Pharmaceutical Communications**



E\*HealthLine’s team of subject experts includes an array of scientific strategists and medical writers, clinicians, market access consultants, creative and production producers, social media experts and medical event specialists. This complex network and infrastructure provides integrated data dissemination and expertise support, positioning products with appropriate advocacy development, and ensures that data is conveyed to all targeted audiences in a professional and compliant manner.

The company’s global outreach is uniquely equipped to provide sponsors with the necessary platform to achieve launch excellence and long-term brand success.

**Value Added**

E\*HealthLine’s Innovative technology and distinctive integrated programming, translates Pharma Communications healthcare discoveries and complex scientific data into motivating communications. As a result, the company’s contributions help sponsors to achieve launch excellence and accelerate product adoption and recommendation by healthcare professionals.

E\*HealthLine methodical design facilitates meaningful health-economic benefits and healthcare discoveries, while enabling sponsors to optimize market access and product reimbursement.

*“Specializing In The Standardization Of Global Healthcare Management”*

## **COMMUNICATION PLANNING AND PHARMACEUTICAL PUBLICATIONS PROGRAMS**

### **Integrated Programs - Product / Support and Commercialization Pharmaceutical Communications**

E\*HealthLine's unique Medical Communications applications transform science and data that promotes action and converts medical knowledge into deployment. The company's provides expertise in evidence-based communications and is a transparent, compliant working process, positioning E\*HealthLine with an extreme competitive-edge within the Pharmaceutical industry.

The following vital attributes facilitate the company's proficiencies:

- Ability to comprehend complex data and contributes innovative scientific and clinical insights
- Innovative technology and distinctive integrated programming
- Seasoned Subject Experts committed to excellence in performance

This combination of vital procedures is most advantageous and ensures that a brand's unique medical profile is clearly communicated to all stakeholders, while delivering optimal business results.

### **PHARMACEUTICAL PUBLICATIONS PLANNING**

A Sponsors' research data is a key strategic asset. E\*HealthLine facilitates the data process in maximizing the evidence base for pharmaceutical products through the company's global outreach of publication planning and management services.

Whether planning for a single drug indication or for multiple products, E\*HealthLine's methodical process ensures successful planning and high-quality implementation.

The communication's strategy and/or publications plan sets the platform for the dissemination of data and abstracts, manuscripts, meta-analyses, reviews, posters, symposia, speaker presentations, and many other medical educational activities.

## **BRANDING AND DESIGN**

### **Creative Communications**

Creative and strategic design, underscores the unique techniques of E\*HealthLine's scientific seasoned subjects expert's overall implementation of medical communications and media delivery.

E\*HealthLine's management team are knowledgeable in all areas of compliance, from brand guidelines and scientific templates to regulatory parameters, offering assistance for digital media, meeting planning / exhibits and the seamless delivery of integrated programs, events and related materials.

### **Clinical Communications**

The Patient Voice - A Vital Component For Clinical Communications

The patient's satisfaction and overall requirements are at the core of all campaigns. E\*HealthLine's outreach to patients from around the world, enables the ability to instantly relate their communications in all languages, facilitating meaningful outcomes.

*"Specializing In The Standardization Of Global Healthcare Management"*

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