

# Big Pharma

## Facilitating Treatment Guideline Changes Through Temedica's Medical Publications

### CHALLENGES

- Navigating a new medical indication
- Creating a cohesive strategy to influence guideline updates
- Engaging healthcare professionals (HCPs) with clarity and credibility

To launch a new biosimilar, a leading pharmaceutical company took a bold approach: use small molecules as a bridge and strategic publications to lead the conversation.

Their goals:

- Build credibility through targeted publications
- Strengthen communication with HCPs
- Influence treatment guidelines with data-backed insights

Biosimilar launches often drive changes in clinical practice. Early positioning — supported by compelling evidence — was key to shaping the treatment landscape.

### THE SOLUTION

Temedica became a true strategic partner. Together, they:

- Turned complex science into actionable publications
- Delivered insights that went beyond execution
- Enabled high-impact engagement with key stakeholders

“Our journey with Temedica has been transformative. Their proactive approach, combined with a deep understanding of our objectives, has set us on the right path. Such publications truly have the power to drive change.”

Senior Product Manager

### GAINS

- A collaborative, insight-driven partnership
- High-impact publication accepted at an international conference
- Strategic positioning to help reshape the treatment landscape

### KEY INSIGHTS

#### 1. Collaborative Partnership

**Finding:** The company needed a partner to navigate complex topics, provide robust data, and simplify intricate processes.

**Impact:** Partnering with Temedica, they found a responsive ally who not only delivered but actively contributed to strategy and insights.

#### 2. Publication as a Strategy

**Finding:** Publications influence key stakeholders, from medical professionals to decision-makers.

**Impact:** An accepted contribution at an international conference enabled the company to engage doctors in data-driven discussions, highlighting the power of publications.

#### 3. Changing the Treatment Landscape

**Finding:** Biosimilar introductions often prompt treatment guideline revisions, supporting early biological positioning.

**Impact:** Equipped with the right data and publications, the company was well-positioned to drive this change.