



Where Healthcare Evolves

**Seamless, elegant
business solutions...**



**Supporting pharmaceutical
contributions to healthcare**

What CMS can do for you:

Communications. Management. Strategy.

Program & Project Management

Project planning and tracking, development of timelines, budgeting, risk assessment and change management, status and resource management, Key Performance Indicators (KPI)

Corporate Accountability

Enterprise-wide transparency programs, Risk Evaluation and Mitigation Strategies (REMS), compliance adherence, Key Performance Indicators (KPI)

Strategic Consulting

Needs assessment, policy objectives, program planning and development, marketing/competitive analysis, identifying opportunities, planning, solutions to transform your business

Data & Information Management

Business analysis, technical and functional requirements, information architecture, data programs, test plans and scripting, process engineering, audit support

External Communications

Medical-to-medical communications, including strategic publication planning
Corporate-to-public communications: disclosure web reporting, public relations messaging
Stakeholder communications: external alignment, initiative notifications, speaker training, digital and social media

Internal Communications

Leadership and executive committee communications, change management, cross-divisional alignment, program development, training, SOPs

Medical, Clinical, Key Opinion Leader Communications

Web and traditional media-based programs for patient and professional education, virtual medical forums (KOL medical-to-medical engagement via internet), advisory board reporting and analysis, medical information, traditional clinical research presentation

Content Development

Websites, medical-to-medical information and communiqués, change management and internal program communiqués, executive summaries, digital and social media, SOPs



MANAGEMENT

We serve as your tactical emissary to achieve complex business goals:

- Enterprise-wide program strategy and project management
- Information management solutions

We facilitate communication, coordination and action across divisions and functions:

- Program road mapping and implementation
- Work stream coordination and execution
- Gap analysis, requirements

We mobilize and drive organizational evolution:

- Ground breaking transparency programs
- Advances in Safety and Regulatory compliance
- Operational and process improvements
- Training programs and colleague education

STRATEGY

We consult with you to facilitate progress and navigate strategic choices:

- Transparency strategy, external messaging
- Achieving consensus, both internally and externally
- Structural evolution of policy, processes and operations
- Empowering colleagues to embrace change
- Defining and implementing best practices
- Key Performance Indicators
- Competitive analyses

We bring experience to help guide and sustain your technology improvement initiatives:

- System conversion strategy
- Training programs and colleague education
- Data and information management

COMMUNICATIONS

We excel in crafting effective communications that generate practical benefits:

- Distilling the meaning of data into compelling narrative
- Clarifying technical and clinical information for lay audiences
- Translating between medical and business cultures, and to the public

We create and deliver your messages to achieve your business goals:

- Product support
- Internal mobilization
- External perception
- Leadership communications
- Stakeholder management
- Change management
- Public relations

We deliver quality communications serving key business functions:

- Web, digital and social media
- Email communiqués
- Promotional, educational and training materials
- Executive summaries
- Media releases
- Product dossiers
- Clinical articles and presentations

TRANSPARENCY

We customize integrated packages of services to tackle complex transparency challenges:

- Communications, Management and Strategic services
- Inter-divisional planning and policy development
- Consolidation of information from diverse sources
- Long-term compliance strategies



SUPPORTIVE COLLABORATION

We work hand-in-hand with your team to identify opportunity, develop solutions and deliver value to program stakeholders, utilizing the most effective vehicles to deliver your products and information with intelligence and efficiency. We champion your Return On Investment and Key Performance Indicator goals.

At the end of the day, we turn over the keys and the codes, shake your hand and leave you with an effective program under your auspices. Leverage our impressive experience to maximize program impact, respond to your stakeholders, and achieve your business goals.



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