



## Message Framework Development Workshops

A biopharma had received approval for new indications to its flagship therapy and was also poised to launch two new therapies in Phase 3. The company had kept a relatively low profile in the “pharma pricing wars” convo because its original product was an orphan drug. With the new releases, it needed to have messaging in place for how to discuss its approach to pricing.

We conducted a content and message audit of the company’s communications, analyzing the language they used to talk about themselves, their mission, their science and their patients. We assessed how they were talked about in the news media and by employees. We conducted an audit of how other leading pharmas were talking about pricing. Then we created a two-phased Workshop with key stakeholders from communications, legal, investor relations and market access.

We led the group through conversations around target perceptions and key language, then we led the creation and development of a new positioning statement. From there we worked with the team to develop new messaging for each target audience (HCPs, stockholders, etc.). Finally, we led a strategic story workshop that helped the team members turn the messages into strategic stories.