



Medical Communications Excellence

OraComm® is a cutting-edge marketing services agency that is fully embedded within Ora, the world's largest independent ophthalmic development company. With dual scientific and marketing capabilities, we are uniquely qualified to translate clinical research findings into compelling messaging aimed at patients and physicians alike. Our broad knowledge of the entire ophthalmic category enables us to develop product positioning strategies based on the most complete category information.

The first step in successfully marketing a drug or device is to understand how it can best satisfy the current unmet patient and physician needs that exist in the marketplace. The best strategic marketing plan begins at the very start of the clinical research process, so that it can bring maximum results once the drug or device is approved.



OraComm® Services

Providing Direct-To-Physician (DTP) and Direct-To-Consumer (DTC) strategic planning and creative execution across a wide array of media:

- Websites and microsites
- E-mail and e-newsletter marketing campaigns
- PDA and iPhone applications
- Advertorials and consumer print campaigns
- Social networking campaigns
- Publication planning, production and placement
- Speaker training and slide kit development
- Sales training and educational aid development
- Media planning and placement
- Public Relations

OraComm® Team

- Core staff includes marketing, creative, strategy and business development experts
- Collaboration with internal teams to provide industry-leading support in clinical-regulatory and program strategy, monitoring, medical writing, preclinical model development, CMC/formulation and strategic business planning

OraComm® provides marketing and publication support for established and approved products, as well as pipeline assets, to help communicate data, novel mechanisms of action and delivery methods to targeted audiences.

Unparalleled Medical Communications Expertise

OraComm® guides partners toward long-term commercialization success by identifying precise market opportunities for a drug during the clinical and regulatory phases. Our proactive approach translates into more efficient marketing efforts and faster adoption of partner products by patients and physicians alike. OraComm® is staffed with senior strategists whose advertising experience includes not only pharmaceutical products, but also consumer packaged goods products at Fortune 500 companies. Our creative teams are able to transcend the “cookie-cutter” advertising approach of so many pharmaceutical agencies and bring our clients some of the freshest and most compelling marketing ideas in the entire ophthalmic category.

Case: Ocular Allergy Program for Top Tier Ophthalmic Pharmaceutical Company

Case Details	Key Highlights
Provided ongoing product differentiation, life cycle management, pricing strategies and specialty sales force development for ocular allergy franchise products	<p>Development and maintenance of 5-year product message and market forecasting</p> <p>Development and production of annual publication plan and placement of trades, manuscripts, posters and presentations (>1000 publications to date)</p> <p>Development and training of a specialty sales force to call on non-eye care physicians to drive sales of allergy products</p> <p>Led identification, training and management of KOLs</p> <p>Sales force training – ongoing program development, POA Meetings</p> <p>Development of competitive product DOA strategy</p>

Case: Glaucoma Product Marketing and Commercialization

Case Details	Key Highlights
Development of Phase IV strategy and execution for a newly approved glaucoma treatment	<p>Identified and managed KOLs</p> <p>Development of core messaging</p> <p>Development of publication planning and message map</p> <p>Meeting support including symposium and slide kit generation</p> <p>Development of competitive product DOA strategy</p>

Ora is your value-added partner – from molecule to marketplace:

Global R&D

- Strategic Consulting
- Study and Clinical Program Design
- Formulation/CMC Management
- Pharmacology/Toxicology
- Preclinical Models
- Clinical: Phase I – IV
- Regulatory Submissions and FDA Interface
- Biostatistics and Data Management
- Medical Writing and Publication Support
- Marketing, Advertising, and Product Commercialization

Models & Methods

- Conjunctival Allergen Challenge (CACSM)
- Hybrid Conjunctival Allergen Challenge (Enviro-CAC[®])
- Late Phase CACSM Model
- Controlled Adverse Environment (CAESM)
- Allergen BioCubeSM (ABC)
- Conjunctival Biopsy
- Clinical Scales

Business Development & Creative Business Models

- Product/Pipeline Analysis to Evaluate Assets for Re-Purposing into Ophthalmic Indications
- New Product Incubator
- Strategic Business Planning
- Due Diligence
- Network of Investors and Pharmaceutical Partners

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