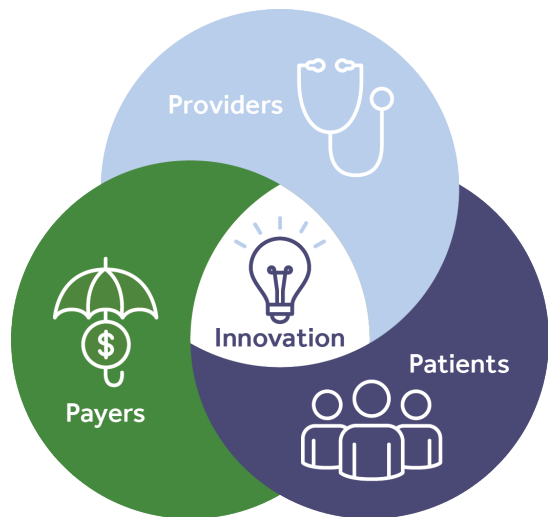


A Focus on Hematology/Oncology

Innovation Partners more than 10 years of experience leading the way by leveraging expertise in oncology drugs, diagnostics, and devices to identify meaningful insights and create best-in-class strategic and customized medical communication that resonates with providers, payers, and patients.



Medical Affairs requires a deep understanding of the therapeutic landscape. Innovation Partners has the experience to engage key opinion leaders and other clinical experts, trial investigators, patient advocacy groups, and professional organizations and societies in support of your communications, publications, and overall medical strategy.

We encompass a total solution that includes:



**Investor and Opinion
Leader Engagement**



**Story and Message
Development**



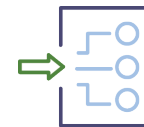
**Strategy and Content
Development**



**Competitive
Intelligence**



**Education and
Training**



**Clinical Guidelines
and Pathways**

Our team has **implemented effective solutions for oncology and hematology brands** through prelaunch, launch, post-launch, and life cycle management.

We can develop a customized solution that can help your team better communicate with and meet the needs of key stakeholders with:

- Influencer/Key Opinion Leader (KOL) Identification and Mapping
- Development of Investor Decks
- Investigator Meetings
- Scientific Advisory Boards
- One-on-One KOL Engagements
- Competitive Brand Analysis
- Scientific Platforms
- Foundational Modular Slide Libraries
- Publication Planning and Content Writing: Abstracts, Posters, Publications
- Launch Materials
- Development of Educational Medical Assets for Clinicians and Payers
- Medical Conference/Congress Competitive Intelligence
- Fundamental Education for Account Managers, MSLS, Sales Leadership
- Objection Handlers/FAQs
- Speaker Decks, Product Theaters
- AMCP Dossiers and Updates, PIE Decks
- Clinical Compendia and Pathway Submissions
- Advocacy Strategy and Engagement

Why Innovation Partners?

We have the **depth and breadth of expertise** to navigate the intricacies of the Oncology, Hematology, and Rare Disease markets, across all phases of product development.

Our approach is **cross-functional**, integrating medical affairs, market access, and research disciplines.

We develop **uniquely tailored solutions**, understanding that every client requires a differentiated approach.

We are **strategic partners**, collaborating with our clients to provide actionable insights.



Connect With Us Today.

We leverage relationships with key stakeholders in support of broad brand awareness and state-of-the-art disease management. To see our client roster and brand experience contact us for a copy of IP's capabilities presentation.

Please email

Kimberly Drager at KDrager@innovationpartners.org to learn more.