



HIGH IMPACT
SCIENTIFIC COMMUNICATION,
DIGITAL AND TECHNOLOGY
SOLUTIONS

CACTUS
LIFE SCIENCES

Science. Technology. Global. Impact.

Four words that sum us up.

Our aim is to be the voice of science, spread research through innovation in technology, help the scientific community reach a global audience, and create a meaningful impact on everyday life.

Key Differentiators

Global scientific expertise

Strong Content AND Innovation Capabilities

Transformational delivery models



TRUSTED ADVISORS FOR GLOBAL MEDICAL COMMUNICATIONS NEEDS

Our Services

- 1 Medical communications
- 2 Medical Information
- 3 Digital and Creative solutions
- 4 Technology solutions
- 5 Strategic Publications
- 6 HEOR
- 7 Medical Review
- 8 Medical Device Solutions



MEDICAL COMMUNICATIONS

Develop engaging content for internal and external stakeholders

We work with medical affairs teams to develop and disseminate content that truly engages their stakeholders in a short amount of time and without creating an information overload. This is achieved by combining strong scientific acumen, a deep understanding of evolving stakeholder information consumption patterns and innovation. Our global delivery model is the backbone of our ability to deliver true value and impactful content.

Range of deliverables

- 1 Scientific platforms
- 2 Medical communications plans
- 3 Disease state decks
- 4 MSL slide decks (proactive and reactive): Disease state, product specific, core clinical trial data (investigator decks)- authoring new decks, updating existing decks and repurposing existing content leveraging interactive digital formats
- 5 Slide decks for medical advisory boards, conference/symposia/congress (product-specific or competitor data)
- 6 FAQ documents
- 7 Clinical study summary tables
- 8 Quick reference guides
- 9 Fact sheets
- 10 Slides based on manuscripts, congress presentations, etc.
- 11 Clinical trial cards
- 12 Literature Surveillance

Service Pillars



Global

Our global teams work across multiple time zones and help you meet your communication needs wherever you are. We are where your markets are



Science

Scientific strategy and content tailored to stakeholder needs and preferences

Strong scientific acumen AND creativity to develop impactful and engaging content tailored to the needs of multiple stakeholders

Several years of industry and agency experience in prelaunch/launch activities across therapeutic areas



Technology

Multichannel assistance: Our expertise in various formats allows us to find you the most effective, high-impact format for your audience



Impact

Strategic medical communications delivered through traditional and non-traditional formats

Internal efficiency and cost savings by deploying transformational delivery and engagement models

MEDICAL INFORMATION MANAGEMENT

Efficiencies and innovation in medical information content creation and dissemination

We provide end-to-end support for the creation and regular update of medical Information letters/scientific response documents. Most importantly, we can help streamline your existing response documents as well as recommend and implement innovative ways of developing responses that are interactive and more impactful than standard formats leveraged for scientific response documents. We also leverage technology to bring in efficiencies in medical information content development.

Range of deliverables

- 1 Medical Information content strategy
- 2 Literature searches
- 3 Response document authoring and curation
- 4 Database updates
- 5 Monitoring, tracking, and routing of response documents for approval
- 6 Localization and global template development and adoption
- 7 Content streamlining/optimization
- 8 Innovating the way in which Medical Information Responses are communicated across channels

Service Pillars



Global

Our global teams work across multiple time zones and help you meet your communication needs wherever you are



Science

Our specialist team of medical directors and medical writers with advanced degrees (MDs, PhDs) industry certifications (CMPP, BELS) and extensive therapeutic area expertise



Technology

MI digital strategy to share medical information in formats that address changing stakeholder preferences

Hands-on experience with systems and databases developed like Veeva Vault, ZINC, Ovid, EMBASE, MEDLINE, Biosis, and QUOSA



Impact

Fair, balanced and scientifically accurate medical information for HCPs, payors and patients

Customized delivery models that help clients achieve objectives ranging from streamlining content to cost and process efficiencies

DIGITAL & CREATIVE SOLUTIONS

Scientific Content Dissemination Reimagined

Being at the frontline of cutting-edge research is no longer enough. With scientific communication being propelled into the digital age, information in the life sciences needs to be customized for and disseminated through various formats. We are committed to helping our clients use digital innovation and change how medical content is developed and disseminated.

Range of deliverables

- 1 E-learning modules
- 2 Infographics
- 3 Audio slides (with voiceover)
- 4 Author videos and podcasts (monologues, dialogue, interview)
- 5 Animation videos
- 6 Medical education portals
- 7 Therapeutic area websites
- 8 Interactive proactive and reactive decks
- 9 Video abstracts
- 10 Congress booth material

Service Pillars



Global

Our global teams work across multiple time zones and help you meet your communication needs wherever you are



Science AND Innovation

Our Scientific and Digital teams are passionate about communicating complex scientific data

They collaborate to convert scientific content into the right creative and digital formats based on audience needs



Technology

Multichannel assistance: Our expertise in various formats allows us to find you the most effective, high-impact format for your audience



Impact

Scientific content dissemination reimagined

Efficient ways of repurposing existing content

Cost and time savings



CONNECT WITH US:

Shyam Dattani

VP, Business Development

inquiry.lifesciences@cactusglobal.com

www.lifesciences.cactusglobal.com

Cactus Communications Inc.

214 Carnegie Center, Suite 102,
Princeton, New Jersey 08540

Phone: +1-267-332-0051

Fax: +1-267-332-0052

