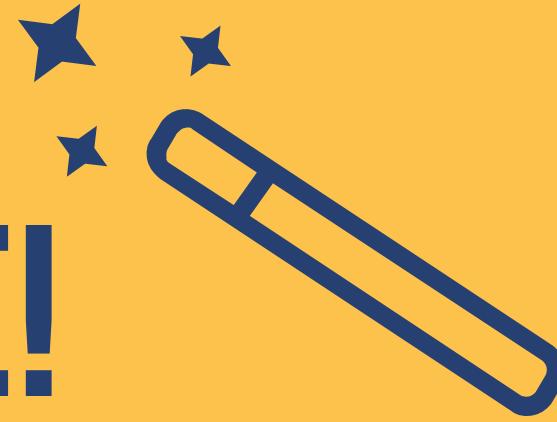


DISCLAIMER

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# HELLO THERE!



Ever thought that scientific publications are too complex?  
Or that publishing your research seems too daunting a task?

To make things easier, we have developed a series of bite-sized guides covering a range of topics on scientific publications.

Let's make the complex simple.

**TECH OBSERVER MEDICAL COMMUNICATIONS**

# WHEN AND WHAT TO PUBLISH?

There are many publication opportunities throughout a product life cycle. Publications at each phase of product development may focus on communicating **different information**, but all serve as the **building blocks** for how a product will be positioned in the market.

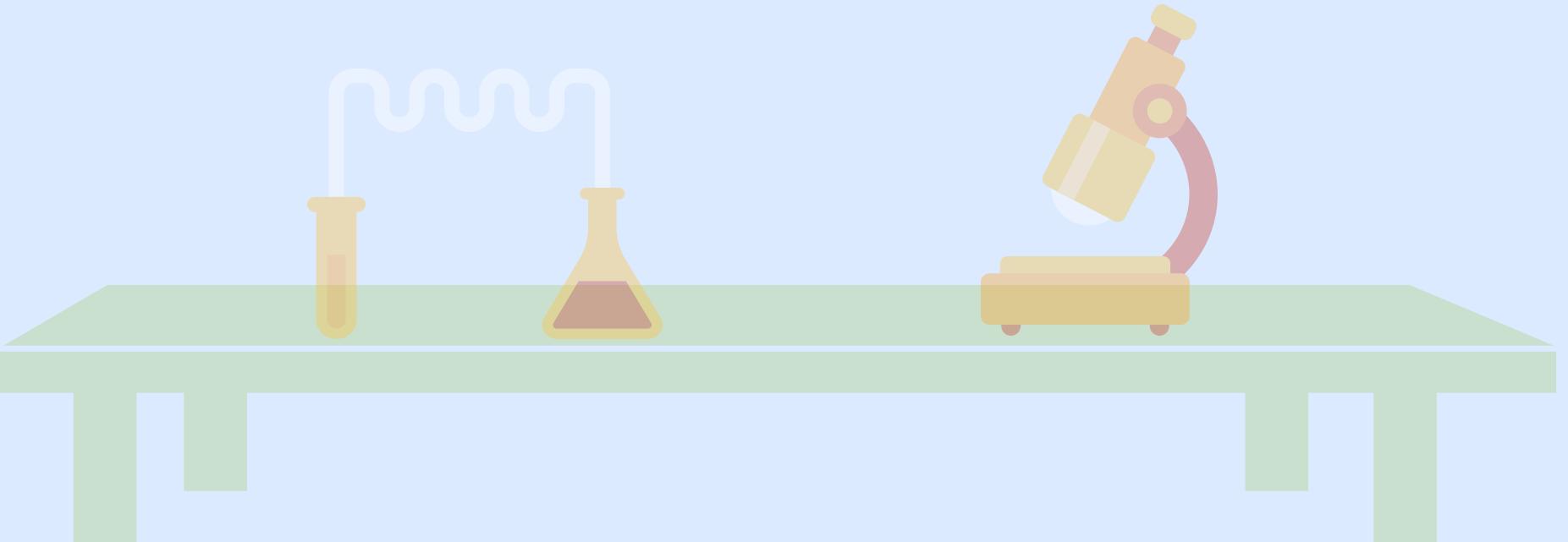
Here are the three stages of the product life cycle and the possible publications at each stage.



# **3 STAGES OF THE PRODUCT LIFE CYCLE & POSSIBLE PUBLICATIONS AT EACH STAGE**

# 1

## DISCOVERY



### PRE-CLINICAL DATA RELEASES

Cellular and animal data



### CLINICAL DATA RELEASES

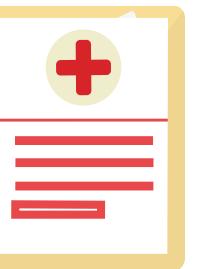
Trial design, pharmacokinetics data,  
phase II/III efficacy and safety results



### 'SCENE SETTING' ARTICLES

Disease burden, current standard  
of care and unmet needs

# 2 LAUNCH



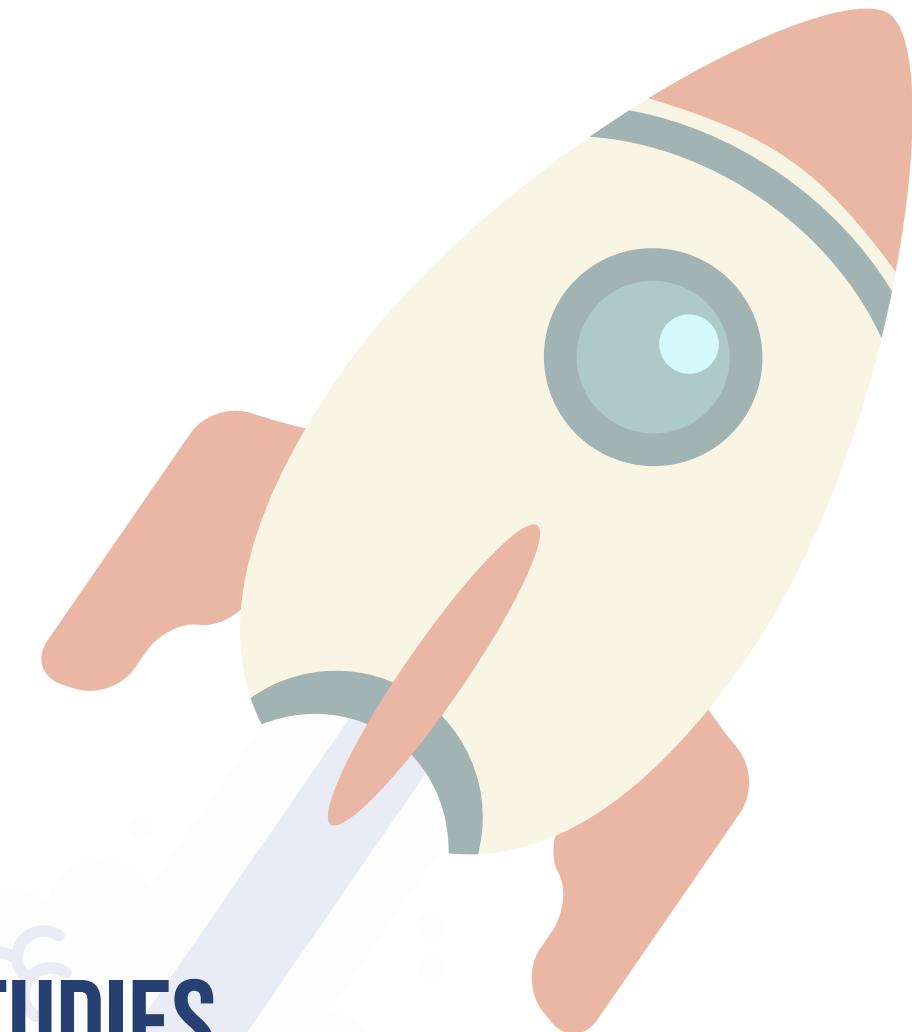
## REAL-WORLD STUDIES

Effectiveness, safety, adherence,  
satisfaction, product registries



## SECONDARY ANALYSES

Narrative reviews, systematic  
reviews, meta-analyses



# 3

## POST-LAUNCH



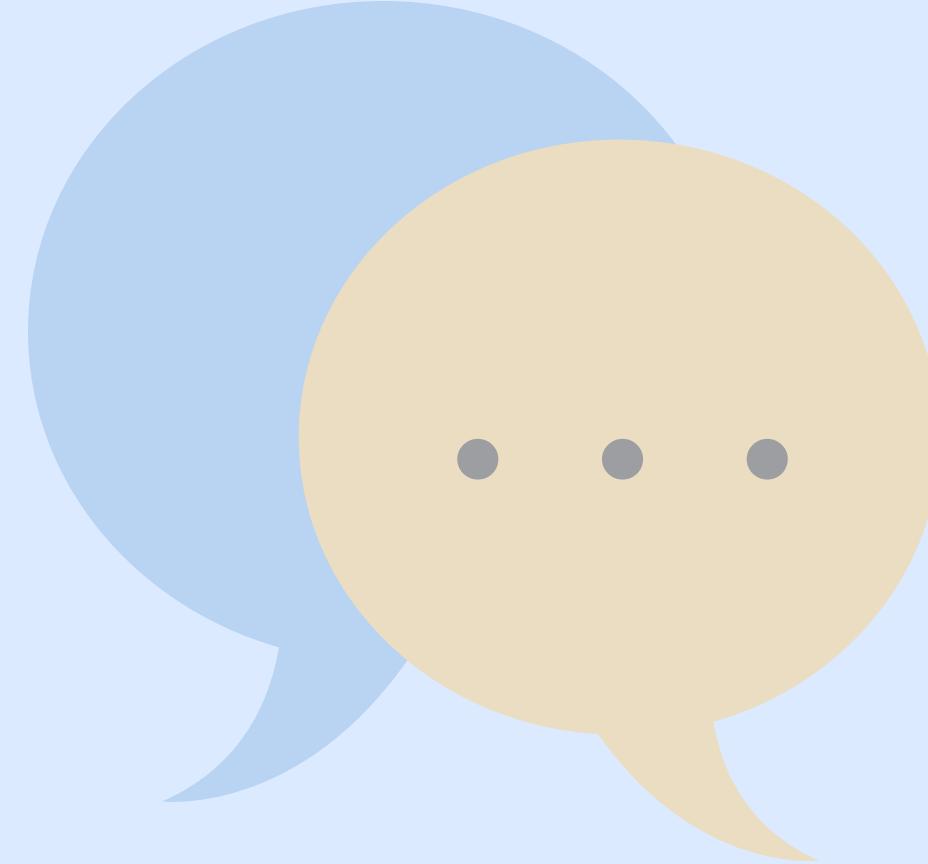
### COST-BENEFIT ANALYSES

Health economics outcomes research data



### MARKET POSITION

Head-to-head comparisons with competitor products, product differentiation





## WRAPPING UP

Timely and appropriate publication at the various stages of product development can go a long way towards increasing product **visibility**, building product **image**, and generating product **momentum**.

Start planning for your publication today!



### QUESTIONS?

Tech Observer's friendly writers are always happy to help. Talk to us to find out more!

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[www.tech-observer.com/cro/medical-writing](http://www.tech-observer.com/cro/medical-writing).

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Why Publish?

Evidence-Based Medicine

Choosing the 'Right' Journal

Post-Publication Tips

Word Choice Guide by Tech Observer (2018 edition)  
and many more...

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