

MARINE LHOMEL



**INFUSED**

**SCIENCE**

THE COMPLETE GUIDE ABOUT HOW TO  
SPEAK SCIENCE WITH JOURNALISTS,  
INVESTORS AND THE GENERAL PUBLIC

COMPANY  
**VISION**



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# INFUSED SCIENCE

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WITH JOURNALISTS, INVESTORS AND THE GENERAL PUBLIC

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# FOREWORD

I remember the day I thought a guide for healthcare industry communicators would be helpful exactly. It was 2012, I had recently graduated and was starting my career in the industry.

I have no scientific background and am not at all familiar with the world of medicine. I don't know the codes, the issues, or the ways of working.

I started working on communication missions dealing with subjects I had never heard of such as regenerative medicine, in vitro diagnostics, cellular therapies, and radiotherapy. I quickly felt lost and overwhelmed by the flow and diversity of technical information, the meaning and implications of which I found difficult to decipher.

The incomprehension is total. I feel light years away from my interlocutors (researchers, entrepreneurs, specialists). Sometimes I even feel like I am profoundly uneducated, only to realize very quickly, that we just do not speak the same language at all. This fact worries me a lot. If I don't understand my subject, how will I be able to communicate it?

Fortunately, I persevered! I have used my unquenchable thirst for knowledge to find the information and the people who would help me grasp the key concepts to accomplish my mission and become a credible professional in a complex sector. I have developed a passion for research and innovation, and a deep admiration for all those who dedicate their time and energy to finding solutions to improve the lives of patients.

With this book, I want to help people working in the healthcare industry to communicate and prove that communication, far from being a support function, is also a science.

# TABLE OF CONTENTS

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Acknowledgements

Foreword

## **Introduction** **(pp. 9-17)**

Working in the biomedical industry: vocation or opportunity?

    An industry that is still largely unknown to the public

    A sector with a chaotic reputation

A scientific supremacy behind which it is no longer possible to hide

The main challenge for the communication manager

Three experts in communication and marketing in the healthcare industry tell their stories

Ten typical situations you might encounter

## **PART 1 - PRESENTATION OF THE DRUG INDUSTRY** **(pp. 18-29)**

How does it work specifically?

Clinical studies: a real scientific and medical marathon

The different phases of a clinical study

    Adaptive methodologies

    New rules of the game to accelerate product development

    How can you create value by communicating these approaches?

After the scientific achievement comes the administrative effort

Moving from testing to manufacturing a drug

The final link in the value chain: distribution

— What you need to remember from this chapter

## **PART 2 - WHO CAN YOU TURN TO FOR HELP?** **(pp. 30-50)**

Scientific teams (R&D)

How can these teams help you fulfill your mission?

Technicality: a communication argument to be used with care

Case study: UCB's "Patient Value Strategy".

The clinical department: your home base for communication about ongoing trials.

What are we talking about?

Who is interested in the fact that you are launching a new clinical study?

How often should you communicate?

Case study of positive intermediate communication: Cellectis and the product UCART19.

Case study of negative intermediary communication: Merck and the product KEYTRUDA®.

Educating the general public about patients in clinical trials: a reputational issue for the pharmaceutical industry

— What you need to remember from this chapter

## **PART 3 - COMMUNICATING SCIENCE IN PRACTICE** **(pp. 51-107)**

Communication on clinical trials

Anticipating different scenarios: the cornerstone of your strategy

What media should be used to communicate clinical data?

The sequencing of information

Predict and evaluate your communication tactics thanks to information monitoring.

Managing a crisis

## Preparation of the data dissemination plan

- Scientific communication

- Scientific publication strategies

- Presentation at a scientific conference

- What is a good science poster and how do you make it stand out?

- What you need to remember from this chapter

## Press relations

- Journalists: key players in the popularization of science

- Cultivating a relationship of trust with journalists

- Avoid communicating for the sake of communicating: journalists hate it.

- Conduct an inventory of the company's practices.

- What you need to remember from this chapter.

## Investor relations

- Financing needs to be adapted to the maturity of technology

- The stages of development and financing of a start-up

- The different investor profiles

- Investors focus on teams, not ideas

- Financial communication

- Who is the target audience for financial communication?

- What information should the company communicate?

- When should you communicate with the financial community?

- Communicating the long-term vision while managing short-term expectations

- Using communication as a weapon of mass persuasion

- What you need to remember from this chapter

## **PART 4 - WHAT ABOUT DIGITAL COMMUNICATION? (pp. 108-129)**

State of the art of digital communication in the pharmaceutical industry  
What behaviors can be observed among Internet users?

Among physicians

Among investors

Among patients

The quest for influence on social networks: a Pandora's box?

Hide this paid content that we cannot see

The pharmaceutical "sponcon"

Case study: blogger Louise Roe's partnership with the company  
Celgene

When partnerships with influencers go off the rails...

Regulatory agencies' views on social media

What opportunities can pharmaceutical companies explore through their  
social media presence?

— What you need to remember from this chapter

## **CONCLUSION (pp. 130-132)**

## **REFERENCES (pp. 133-140)**



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