

Brand Planning 2020: Reflecting on the Past to Power Brighter Futures

Year after year, you think it can't possibly be happening again already, but the five original and eight revised calendar invites don't lie: it's time for brand planning! There's pre-work, there's panic, there's probably PowerPoint. What if there was a better way?

As you gear up for 2020, learn more about our chaptered brand planning approach designed to elevate your experience and your output, actually making the process inspirational and (relatively) easy. In this new report, we illuminated common flaws of the brand planning status quo to help you uncover real-world solutions for patients, providers and payers.

[READ THE REPORT](#)



Improving Patient Recruitment Rates in Oncology Trials

Did you know that only 8.1% of oncology patients participate in clinical trials? As oncology experts gathered at ASCO 2019 last week, we shared a new report that outlines how understanding the patient pathway and working to meet patients at the right point in their journeys can vastly improve enrollment rates and study timelines.

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Making the Most of Maturing Oncology Brands

Once their growth curves plateau, older oncology products typically struggle to get attention. Our experts crafted a checklist for Pharmaceutical Executive that can be used to determine if there's hidden vitality left in aging brands and inspire outside-of-the-box, often low-investment solutions to grow the bottom line.

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Oncology Early Access Programs (EAPs): Your Five-Minute Download

Increasingly, patients are demanding access to medication through EAPs, which are becoming more acceptable and sophisticated. Here we cover the success factors of employing EAPs in oncology and explain some of the nuances of using them in new areas of oncology development such as immunotherapies, CAR-T, cell and gene therapies.

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Drug Pricing Regulatory Action Near Certain

Drug pricing regulation is on the horizon and it could affect everything from marketing to pipelines. Meg Alexander, our Head of Reputation & Risk Management, explains what's on the table and the potential implications.

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Precision Medicine Initiative Creating Custom Cures

A \$60 million federal program is aiming to bring the benefits of precision medicine to a diverse spread of Wisconsin communities. In precision medicine, genetic and molecular profiles are used to create highly tailored, optimized therapies for specific populations of patients. It's considered by many to be the next medical revolution.

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With Apple Watches, Johnson & Johnson to Hold Completely Virtual Clinical Trial

With plans to enroll as many as 150,000 American senior citizens, Johnson & Johnson is collaborating with Apple on HEARTLINE, a revolutionary new study to detect atrial fibrillation (AFib), a potentially lethal condition that can lead to heart palpitations and stroke.

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SYNEOS HEALTH COMMUNICATIONS

These emails are designed to give you the latest thinking on the changing consumer expectations of marketing and health experiences, how leading brands are keeping up, and the important political and regulatory shifts that impact the context and content of healthcare communications. Brought to you by the experts at [Syneos Health Communications agencies](#).

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