

BioInsight Ltd: Medical Communications Strategy and Execution

Our services

- *Publication Planning*
 - Maximize the impact of your data on your target audiences to meet your R&D and business goals using evidence-based strategic approach to planning your medical/scientific publications (articles and congress presentations)
- *Publication Plan – Execution: Medical/Bioscientific Writing Support*
 - Developing scientifically rigorous, clear and concise publications in an ethical and seamless manner. Supporting:
 - Manuscripts (nonclinical, clinical, reviews) for peer-reviewed journals
 - Abstracts for scientific congresses
 - Slide and poster presentations for scientific congresses
- *Competitive Intelligence (CI)*
 - Strategic and actionable CI reports for the R&D, clinical development, marketing, market planning, business development, and management teams
 - Summaries of the peer-reviewed literature (key data points, messages and counter-messages [ie, messages conveyed about your product in publications discussing other products])
 - Quantitative analysis of the publication landscape in your area of interest
 - Strategic recommendations based on qualitative and quantitative analyses
- *Protocols for clinical trials*
 - Collaborating with your principal investigators to develop a clinical trial protocol and submitting it to the Helsinki committee at the medical center of your choice
- *Support for internal/external documents and presentations (eg, grants, slide presentations for investors, etc)*

www.bioinsight-medcom.com

About Avital Bareket-Samish

- Avital holds a PhD in Biology from the Technion and completed a post-doc fellowship with the Nobel prize laureate Prof R. Kornberg at Stanford Medical School
- Avital has 7+ years of experience in medical writing and medical communications; her previous position was VP of Scientific Services in a Medical Communication Agency in the US
- In her previous roles, Avital provided medical writing support for blockbuster drugs such as Doxil, Herceptin, Avastin, and Lucentis
- In her previous roles, Avital's group provided medical writing support for 244 manuscripts, 222 abstracts, 338 posters, 172 slide decks, as well as summaries of 2,800+ articles



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