

CASE STUDY

Standardization and publication of evidence-based local recommendations for pharmacological treatment of pain



Therapeutic area: Pain management



Product type: Drugs



Geography: MENA



Product life cycle stage: Post-marketing

About the Client

The client is a large, global biopharmaceutical company with a diversified portfolio across a wide range of therapeutic areas and is also involved in developing innovative medicines for pain management.

Business Challenge

Pain management is a developing area of therapy in Qatar and faces some key challenges in its effective application in the region, primarily due to the absence of specific policies/guidelines or a standardized evidence-based protocol for an effective pain management.

Having a strong presence in the Middle East region, the client wanted to leverage their position by closely working with the government regulatory body to standardize evidence-based local recommendations for pharmacological treatment of pain in Qatar.

The sponsor conducted multiple workshops to initiate scientific discussions on pain management and gathered substantial real-world evidence around the topic. They had enough data to create a consensus for the recommendation across the regulatory board of Qatar. However, they required support in collating this scientific data and creating a good document to be presented to the scientific community through a public domain. They wanted to publish their factual research in renowned journals.



Overview-Manuscript Writing

Scientific publications in the form of manuscripts or abstracts help in disseminating scientific data and the research outcomes arising from different sources to the scientific community. Among the scientific publications, manuscripts provide:

- A descriptive way of presenting research-based facts to the scientific community by following the most updated version of the Good Publication Practice (GPP3) guidelines and ensuring data integrity and publication ethics.
- Real-world evidence, interpretations, and best practices that can be followed or implemented in the research.

Manuscript is an interesting way of communicating scientific data in a story format, which then gets published in various renowned journals available in the public domain. To prepare a good manuscript, a medical writer must have a flair for writing, therapeutic area expertise, understanding of clinical trials and drug development processes, and project management skills.

A sponsor may outsource manuscript/narrative review articles as a part of their medical writing project-based work and leverage the expertise of service providers in producing high-quality content with quick turnaround time as a cost-effective solution

Solution

APCER Life Sciences' Medical Writing (MW) team was entrusted with this huge task of gathering the evidence-based data from various sources. The team had to overcome multiple obstacles:

- Consolidation of data gathered from various authors/investigators/clinicians and coordination among orthopedics, surgeons, pain management specialists, and neurosurgeons.
- Drawing a consensus on the data having different viewpoints.
- Interpretation of evidence-based information based on expert opinion.
- Understanding the region-specific local practices to interpret and take precedence over international guidelines as there was no standardized evidence-based protocol for pain management.

APCER's experienced MW team offered consultancy services. It quickly built on the data available and started preparing the manuscript by initially creating a factual narrative with inputs from orthopedics, surgeons, neurosurgeons, and pain management experts, which was then discussed with the ministry and the local regulatory bodies.

The team had multiple rounds of discussion with the key investigators, authors, and other stakeholders to understand the thought process, latest trends, opinions, and regional practices on pain medications.

The MW team successfully put together the quality data in a seamless manner and conducted thorough reviews and ensured accuracy without many iterations. The team then collated these data in a format prescribed by the Qatar's Ministry of Health, and finally the client presented these data to seek approval.

Outcome

This review article with the recommendations has been published in a renowned journal. The client/sponsor believes that this review article will be of immense help in the following ways:

- These recommendations for the management of acute, chronic, and neuropathic pain based on international guidelines will now be adapted to local practice and treatment available in Qatar, thus setting up a standardized protocol in outpatient pain management therapy.
- Due to these recommendations, the experts (pain management specialists, neurologists, orthopedics, etc.) who are otherwise extremely cautious in prescribing pain medication will now be convinced to follow the pain management guidelines.
- Supported the client/sponsor in playing a major role in devising the recommendations in a highly regulated outpatient pain management therapy.
- Facilitated scientific promotion which helped the client/sponsor in defining the go-to-market strategies for their products in pain management portfolio.

APCER's Medical Writing Capabilities



A team with 30+ members having rich experience across therapeutic areas and expertise in preparing regulatory documents and scientific communications



Robust two-step review process to ensure 100% quality control



High-quality deliverables consistently exceeding expectations



Customized solutions fully compliant to the ever-changing regulatory landscape



Together for better health
Part of APC Group

APCER Life Sciences is committed to improving health in partnership with its clients. We bring together safety, medical, regulatory and technology resources to ensure that patients receive the safest, most effective therapies possible.

We are an ISO 9001:2015, ISO 27001:2013, and ISO 27701:2019 certified company.

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