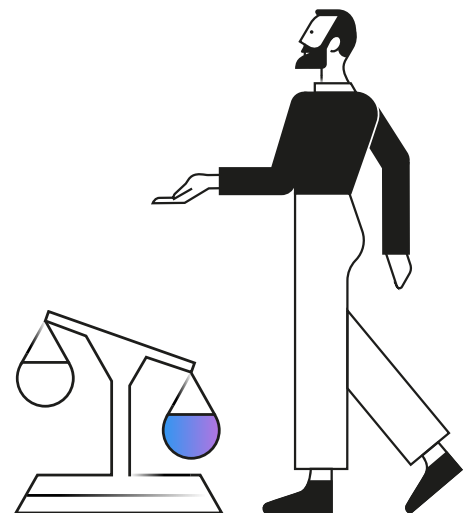


# Medical information response letters on anti-obesity treatment for healthcare professionals and other stakeholders in the U.S.

Case Study | Medical information

Rapid delivery of more than 100 medical information response letters to support accurate, balanced, and approved responses to unsolicited inquiries from healthcare professionals.



## Background

Our client was anticipating imminent FDA approval of a label extension for their anti-obesity therapy and required high-quality standard response letters available for U.S. healthcare professionals in advance of the updated indication.

## The Challenge

The medical information letters were required to accurately and objectively communicate the product's approved safety and efficacy data to ensure consistent and compliant messaging, while being developed at high volume in a short timeframe.

# The Solution

Clarivate's medical writing team developed succinct, easy-to-understand letters, complemented by concise tables, intuitive figures, and clear summary text.

- To support time-limited audiences, the medical writing and design teams embedded interactive infographics to distill key information and support rapid interpretation for time-limited readers.
- The infographics included interactive pop ups linking to supplementary content, enabling readers to access a high level overview or a more in-depth review.
- The project manager coordinated timelines to ensure timely delivery and updates across multiple information letters.

# The Results

Clarivate finalized more than 100 robust medical information letters within two weeks of FDA approval.



The rapid delivery was well received by the client and enabled timely, compliant communication with healthcare professionals.



Clarivate ensured consistent writing and visual presentation across all letters in accordance with the client's house style.