



## CASE STUDY

# Facilitating personalised communication

The digital revolution has happened and COVID confirmed the need for effective communication outside face-to-face interactions. Our client wanted to enable their medical scientific liaison (MSL) team to follow-up with medical experts after calls in a personalised and tailored way, while also being compliant with all the necessary regulations. How would you balance these two factors?

### *Our thoughts:*

In our medical writing team, **distilling complex scientific information into engaging content is our bread and butter**. In today's digital age, people expect swift follow up via email following a meeting. At Jango, we never forget that **healthcare professionals are humans first and experts second**. We therefore think carefully about the target audience before even putting our fingers to the keyboard. What is going to excite them? How much time do they have to read this? What is the key point we want them to retain from reading this? How do we want them to feel? In this way, we produce written materials that reach the audience in a way that will have the most impact and effect. This project was an evolution of the traditional clinical summary folders (reprint carriers) that we have been producing for years for face-to-face distribution and still have a place in certain circumstances.



### *The outcome:*

The suite of emails has been well received by MSLs and the medical experts who receive them. As a result, this project is ongoing and we are adding further clinical paper summary fragments to expand the options MSLs have available for their communications.

