

Oncology Publication Planning and Medical Communications

Strength From Focus

AOI Communications, L.P. (AOIC), partners with oncology clients to provide strategic publication planning and exacting implementation of medical initiatives. Our singular focus enables us to outperform the competition.

- Depth of knowledge across oncology therapeutic areas

Breast Cancer	Acute and Chronic Leukemia
Renal Cell Carcinoma	Multiple Myeloma
Lung Cancer	Lymphomas
Other Solid Tumors	Supportive Care

ENGAGING, ENERGETIC... AND EFFECTIVE

Strategic Consultation and Medical Direction

- Competitive Intelligence and Profiling
- Disease and Therapeutic Literature Review
- Gap Analysis
- Communication Platform Development

Publication Tactics

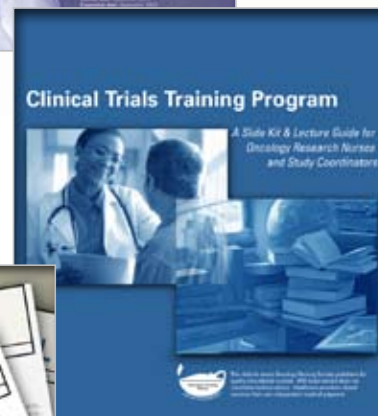
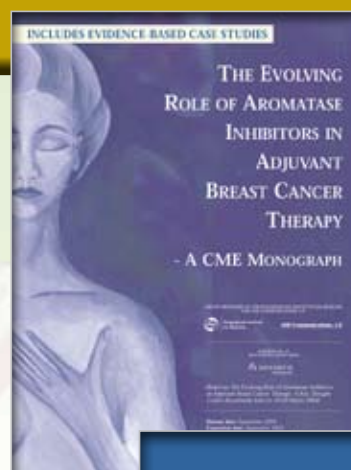
- Congress Initiatives
 - Abstracts, Posters, Oral Presentations
- Manuscript Development
 - Preclinical, Clinical
 - Primary, Secondary, Reviews
- Journal Supplements and Monographs

Medical and Investigator Initiatives

- Medical Advisory Boards
- Medical Slide Decks
- Investigator Kits and Prospectuses
- Investigator Web Initiatives
- Investigator Meetings

Original Web Programs

- Websites, Webcasts, Web-based Programming
- Audio/Video Symposia/ Teleconferences
- Registration Services



AOICOMMUNICATIONS, L.P.

Consider it done

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An Ideal Strategic Partner

INNOVATIVE AND COLLABORATIVE

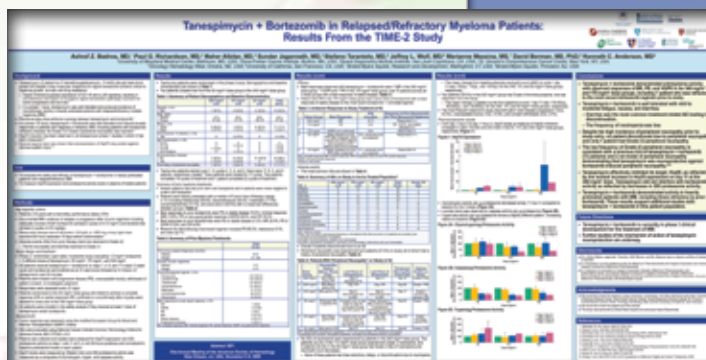
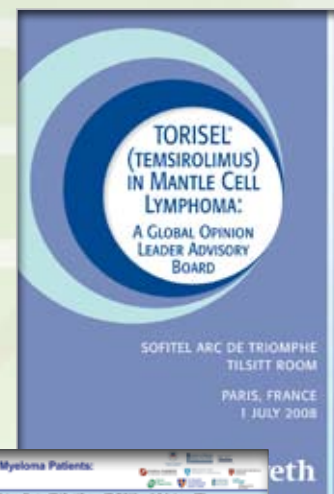
Since 1999, AOIC has strategically aligned with oncology clients in the US and around the globe developing novel ways to

- Effectively present core data throughout the development life cycle
- Work collaboratively with key thought leaders
- Deliver effective strategy-to-feedback initiatives
- Customize technology solutions that support traditional strategies

CURRENT AND COMPLIANT

AOIC's experienced medical staff is well-versed in all aspects of medical communications including

- A well-structured review process to ensure medical accuracy and editorial consistency
- Hands-on knowledge of publication management systems such as PubSTRAT and DataVision™
- Strict adherence to GPP guidelines, ICMJE uniform requirements, and statements from COPE and the ISMPP®.



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FORWARD THINKING

If you are a pharmaceutical or biotechnology organization looking for a strategic partner to drive your publication and medical communications needs, we welcome your call.

References, confidential bibliography, and comprehensive capabilities presentation available upon request.

GPP, Good Publication Practice; ICMJE, International Committee of Medical Journal Editors; COPE, Committee on Publishing Ethics; ISMPP, International Society for Medical Publication Professionals.

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