

ALTA

medical services

An aerial photograph of a red train with several cars moving up a steep, snow-covered mountain slope. The train is leaving tracks in the snow. The image is split vertically, with the left side being blue and the right side being white.

*We transform risk into **value***

Our Services
Scientific agency in Life Sciences

Medical Affairs Services & Scientific Communications

We collaborate to generate evidence and information management at external and internal levels. We also develop clear and concise scientific messaging across different territories and delivery channels. We employ the best in medical writing, creativity, and interactivity to make science memorable and meaningful..

Generation of evidence

- ESRO: Investigator Sponsored Research (ISR) and Externally Sponsored collaborations
- Observational, non-interventional studies
- Patient Support Programmes & Patient engagement
- Real World Evidence & Real World Data

Information management: Medical Communication

- Publications
- Conferences and congresses
- Medical information
- Marketing initiatives and events
- Continuous medical education

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Learning & Development

We offer full-service design and development of learning solutions for the life sciences industry, ensuring that all internal activities are accurate and comply with pharmaceutical codes and legislation.

Learning & development

- Training MSL teams & onboarding
- Critical Reading of a Research study
- Intellectual Property in scientific references
- Deontologic Compliance
- Medical writing: how to write a scientific text
- How to use Pub med
- Define training strategy, customizing learning journeys
- Uncover needs, consider the content, delivery method, and engagement opportunities
- Design of internal training programs
- Training manuals - from complete modules to small ones, targeted pieces
- Slide decks preparation
- Presentation updates
- Internal certification

Omnichannel solutions

- Digital platforms
- e detailing material
- Valid Business Reasons
- Elevator pitch
- HCP face-to-face interactions



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Medical information activities

Medical Information (MI) is a Medical Affairs (MA) function that informs healthcare decision-making by providing trusted clinical and scientific product information to healthcare professionals (HCPs) and patients and caregivers

Medical information activities

- Response to basic enquiries (SmPC, patient leaflets, FAQs)
- Response to complex inquiries
- Preparation of written responses
- Therapeutic area updates
- Product updates
- Market access support
- Customer service telephone center (answering telephone enquiries)
- Response to enquiries on scientific information on drugs
- Legislation (copyright, etc)
- Review and/or approval of promotional materials
- External user bibliography service (articles and searches)



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Medical Affairs Strategy

Due to the importance of delivering credible medical information and the increased scrutiny on Medical Affairs, companies must continually update their policies and ensure cross-training between medical and commercial departments.

Outsourcing Medical Affairs activities

- Medical lifecycle management planning
- Product and therapeutic area strategy
- Product opportunity assessments
- Medical Affairs development and best practices
- Commercial operations best practices operations implementation
- Policies on scientific interactions, Medical Governance, off-label management, etc
- Life cycle management: mature medicines

Strategic planning

- Meaningful digital experiences.
- Creativity & innovation, accurate scientific messages
- Scientific data interpretation

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Scientific exchange & Medical Education meetings

We offer support in engaging audiences through different channels, face-to-face, and virtual events.

Medical education meetings

- Scientific exchange organization.
- Scientific symposia at congresses: organization and approval of materials.
- Company organised stand-alone meetings.
- Other medical, educational platforms.
- Medical meeting report & dissemination to different teams (proactive, internal commercial teams, medical affairs).
- Clinical Science Area at congresses



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Medical games & Training workshops

We provide tools to maximize the retention, application, and assessment of knowledge and skills to achieve adequate learning.

Development of award-winning learning solutions.

- Custom, flexible applications
- Driving measurable learning and performance outcomes.
- E-learning solutions and experiences that drive awareness and engagement, validate knowledge acquisition, and enhance learner performance.
- Training workshops: putting knowledge & skills into practice.



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