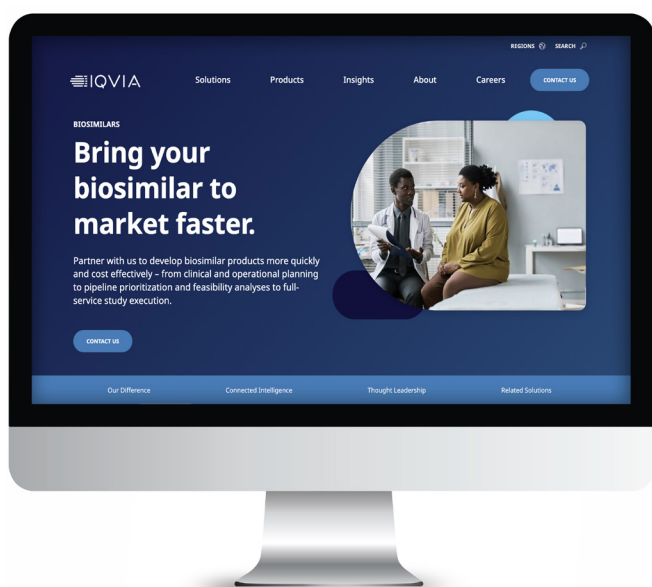


Rebound Updates Messaging and Web Pages for RDS Therapeutic Areas

Situation

IQVIA's Research & Development Solutions (RDS) Global Business Unit has Centers of Excellence (CoEs) for **20 different therapeutic and specialty areas**. These areas range from infectious diseases to oncology and cardiology to vaccines, applying IQVIA's scientific, medical, and operational expertise to clinical trials. In all 20 CoEs, RDS Marketing needs to **keep sponsors informed of data science innovations, global site networks, and other advantages of having a CoE**.



Challenge

When the Marketing Director went on maternity leave, RDS Marketing sought an experienced resource to refresh the messaging and web pages for **three therapeutic CoEs: Biosimilars, Pediatrics and Dermatology**. Rebound offers experienced consultants who understand drug development and disease areas and can confidently engage with medical and clinical leaders.

Solution

A Rebound product marketer **bridged the staffing gap to communicate the latest capabilities of IQVIA's Biosimilars, Pediatrics and Dermatology CoEs**.

The product marketer familiarized himself with the challenges of conducting trials in each therapeutic area, reviewed therapeutic area messaging from competing Contract Research Organizations, then interviewed multiple subject matter experts.

From there, he crafted three individual messaging frameworks and worked with both RDS Marketing and the IQVIA web team to launch web pages for Biosimilars, Pediatrics and Dermatology. *Specifically, Rebound:*

- **Developed a messaging framework for each therapeutic area** using a proven positioning methodology. The messaging deliverable consisted of a value proposition, responses to challenges, three anchor themes with support points, differentiated capabilities, and an elevator pitch.
- **Refreshed two and created one new web page for the CoEs**, including revised navigation for each page, copywriting, content flow, selection of standard IQVIA web module templates, development and reviews of wireframes, coordination with the offshore web development team and launch of the refreshed and new pages.
- **Project managed reviews of the messaging framework** and the end-to-end process to write, design, stage, approve and roll-out three web pages on www.iqvia.com.