



Scientific communication

for pharmaceutical and
biomedical world

A background image showing two young children in a laboratory setting, wearing white lab coats and safety goggles. They are looking at something off-camera with interest. In the background, there is a woman, also in a lab coat and safety goggles, and various laboratory equipment like a funnel and test tubes. The entire image has a blue tint.

**“ *The rate at which organizations learn
may soon become the only sustainable
source of competitive advantage.***

Peter Senger (Systems scientist MIT Sloan School of Management)



Our vision

Helping people learn faster means providing tools that **make science communication** and **knowledge dissemination** more **SMART**

Scientific content is the cornerstone on which we base our activity

Digital content in the form of **videos, traditional and interactive presentations, digital books or podcasts** are developed specifically to **meet customer needs**, offering effective solutions to be used in different contexts such as marketing or training

We are...

...a team of professionals from the pharmaceutical and biomedical sectors. Our long and successful experience leads us to be extremely focused on scientific communication and training projects taking into account customer and market needs.



Davide **Renier**
Digital Content Producer

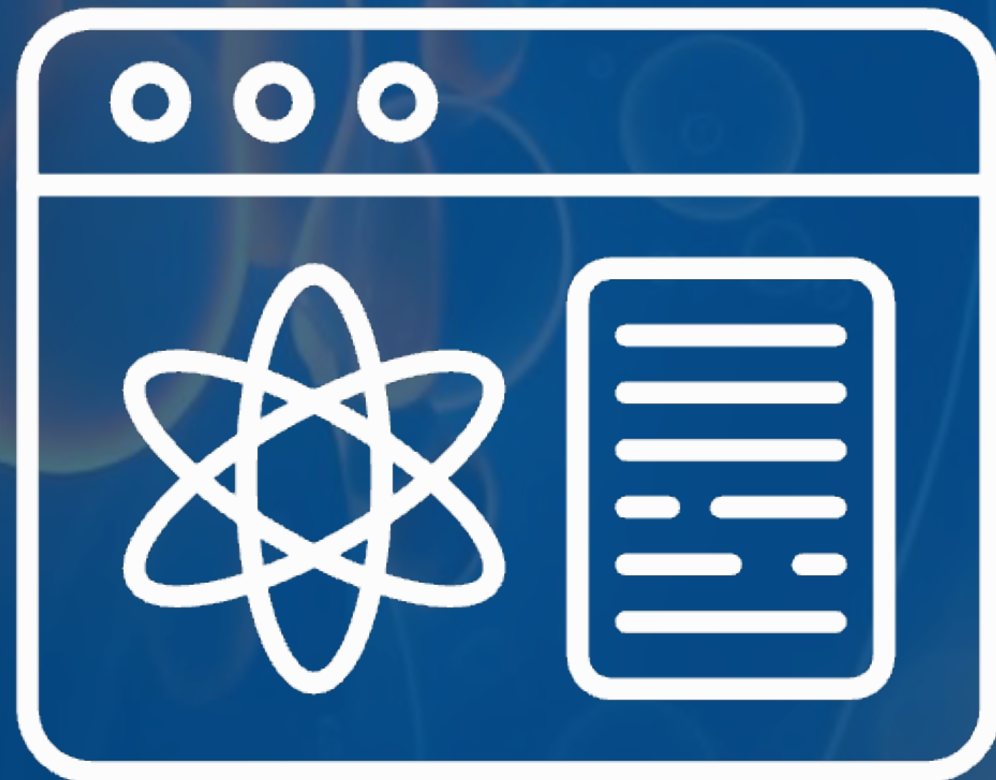


Carla **Bevilacqua**
Medical Trainer



Laura **Belpiano**
Graphic designer

What we do



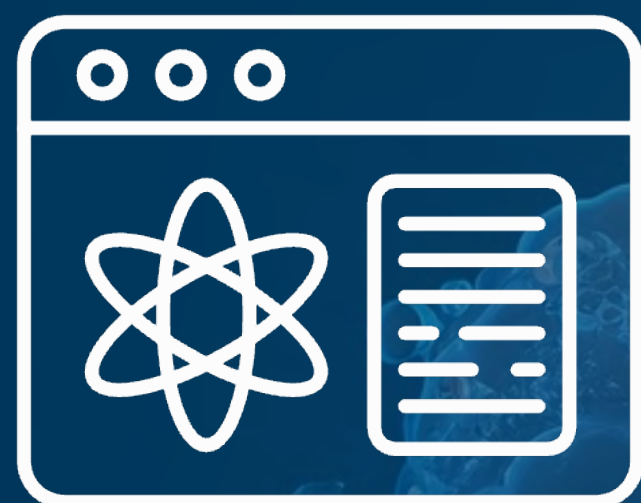
Scientific
Digital
Contents



Training

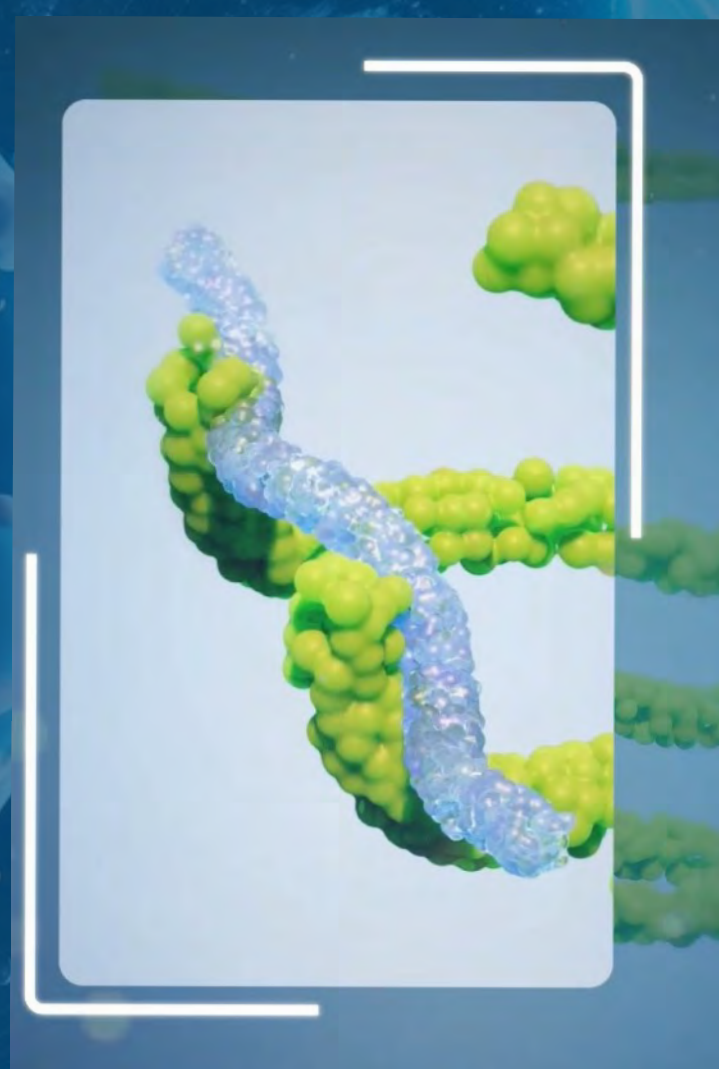
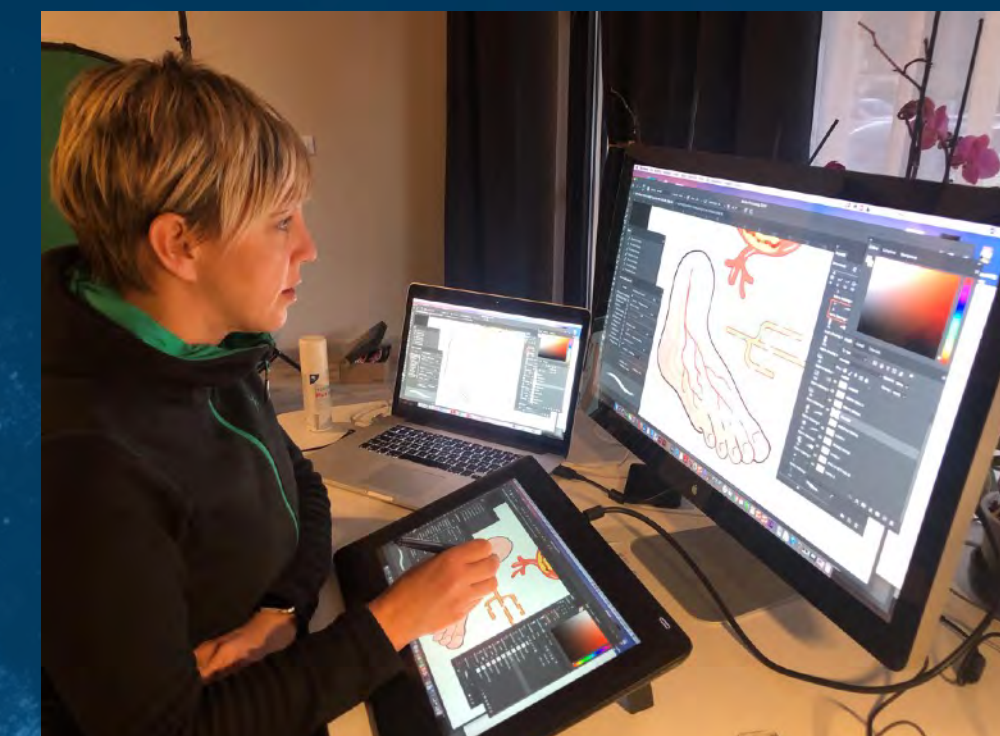


Multimedia



Scientific Digital Contents

- **Emotional** (i.e.: opener web site, event, congress, launch of new products)
- **Scientific** (i.e.: MoA, Clinical and preclinical studies)
- **Technical** (i.e.: surgical operations, tutorial, etc)
- **Thematics** (i.e: docufilm on specific topics)
- **Training** (i.e.: interview with KOLs, keynote)
- **Social Media Content**





Training

Our aim is to identify, within the company, **the best direction to facilitate the rapid and effective understanding** of the therapeutic area, product and target. **Our approach is S.M.A.R.T.**

Simplified

We focus on the important and most useful data

Measurable

We test the degree of knowledge and learning by identifying critical points and corrections

Accountable

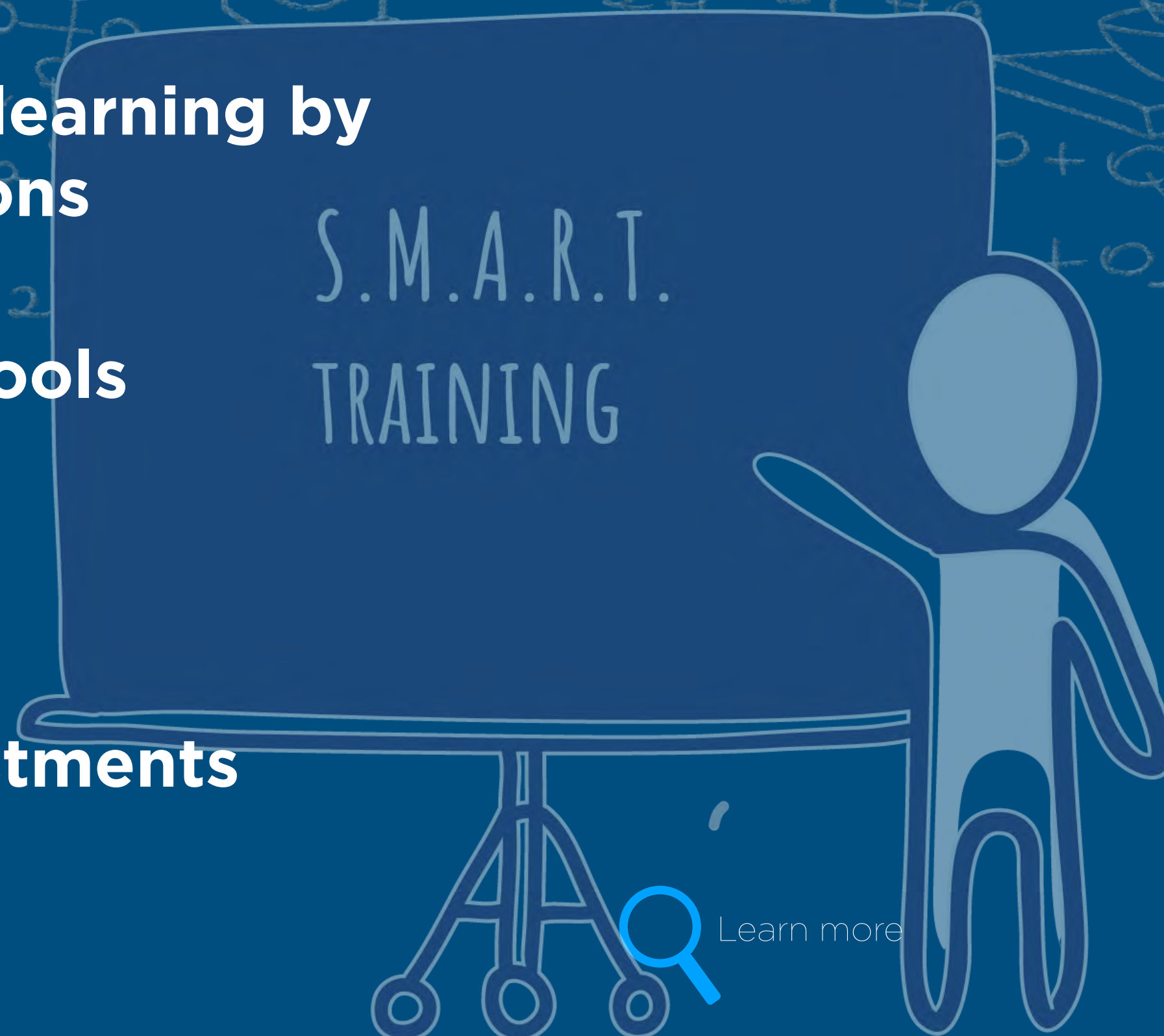
We use flexible and modern modular tools

Realistic

We develop an appropriate timing

Tailored

We tailor processes to needs and investments



[Learn more](#)



Training

Using our scientific expertise and experience we are able:

- To **construct answers to questions/objections** through briefings and comparisons,
- To **identify critical issues and expectations.**
- To **assist at different stages of the projects** (launch, new clinical trials, mature products, etc).

We use material provided by the company and where required we update and implement it in a timely manner with integrated and modular communication tools, including:



Digital book



Interactive and
conventional presentation



Interview - role
play game



Podcast



Scientific
contents



Learn more



Multimedia

We embrace **all digital tools that can facilitate communication**, thus not becoming “slaves to a single model” but **ranging over a broader grid of multimedia possibilities**

Digital book

Our **Unconventional Training Manuals** represent a training tool for the sales force (but not only), in which for the various scientific topics, we make accessible the indispensable notions for proper training and divulgation, through concise, clear, up-to-date material based on the latest literature



Presentation

Presentation using PowerPoint or Keynote via customised slides with a Design System appropriate to the use (corporate meetings, conference presentations, etc)
Dynamic and engaging 'film-style' presentations for corporate events, corporate presentations and for sharing via the web.



Podcast

The podcast is one of several digital tools **we offer to support a training plan**, conveying information that does not require learning numbers and data but general information on a particular topic.



Our proposal

We target companies in the pharmaceutical and biomedical world. Our direct contact people are represented by the **marketing, corporate communications and training team**.

The materials produced can be targeted to the **sales force, business partners, doctors and patients**.



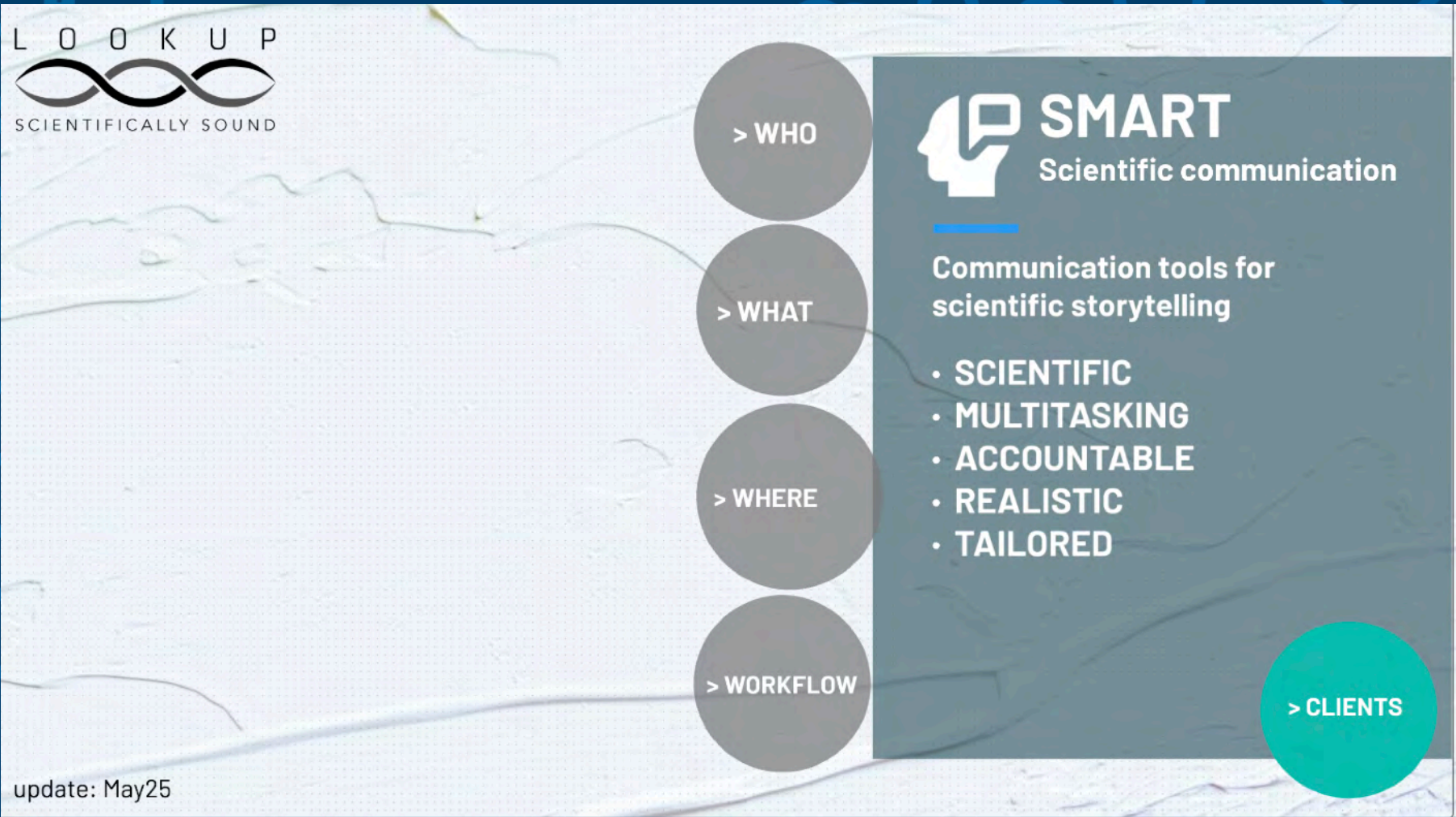
Our clients

In recent years we have collaborated directly and through leading communication agencies with some of the most important industrial companies in Italy



Supporting media

Click on the image on the right to open the online





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