

# Unlock the Power of Messaging with **SIMCOM™**



**Communicating effectively with healthcare professionals (HCPs) is crucial. This is particularly true with the increased volume of engagement vying to secure stakeholder attention, coupled with progressively more complex information that needs to be conveyed.**

Striking a balance between standing out with compelling messages and meeting stringent regulatory requirements, whilst making complex information digestible, is particularly challenging.

Communication channels have also increased, with omnichannel pathways that reach HCPs from a number of different directions and at higher frequency.

**Adelphi Research developed SIMCOM™ to relieve this tension, providing you with the tools to identify, optimize and deliver messages that resonate, while staying compliant and engaging.**

**We take message-testing to the next level, combining proven methodologies with innovative app-based tools to help you craft the most impactful communication strategy that is also adaptable to the varied nature of the type of communication being executed.**

SIMCOM™ achieves more than traditional message testing.

- Helps you identify the messages that resonate, scrutinizing how they interact, and optimizing the story flow.
- Designs an approach that enables adaptation across a range of engagement opportunities.
- Makes it easy to experiment, adjust and remodel bundles.
- Ensures that your messaging is always on point and compliant with regulatory demands.



## Key Benefits of the Approach:

- **Identify high-impact messages:** Quickly discover which messages will drive the most engagement.
- **Optimize story flow:** Arrange messages in the most effective order to maximize impact.
- **Adapt flexibly:** Respond swiftly to changing requirements with adjustable bundles.

Additionally, the research design itself is built to engage your audience, with gamified message testing that ensures we capture more reliable data.

*“Great survey, with novel methods of asking questions, which kept me engaged.” [Endocrinologist]*

*“Great presentation. It was creative, witty and enjoyable to take this journey.” [Gastroenterologist]*

*“Great survey! Loved the interactive format – easy to do and made me think!” [Gastroenterologist]*



## Application of Proven Advanced Analytic Methods

SIMCOM™ uses tried-and-true analytical techniques – including TURF and MaxDiff – to identify top-motivating messages, optimizing for impact and relevance.

- **Proven analytics:** Automatically pinpoint the most powerful messages based on a range of metrics and feedback.
- **Proven methodologies:** Backed by years of successful market research, ensuring that your message strategy is built on solid ground.
- **Ultimate flexibility:** Easily adjust messaging strategies, enabling quick pivots as market conditions evolve.

With SIMCOM™, your marketing strategies are data-driven, but also agile and adaptable, setting you up for success in a rapidly changing pharmaceutical landscape.

## Robust Deliverables at Your Fingertips

SIMCOM™ delivers a fully interactive experience through a user-friendly web app, providing clients with a wide range of options to explore their data and plan scenarios:

- **Flexible filtering:** Seamlessly filter data across different segments to hone in on critical insights and aid targeting.
- **Build and compare bundles:** Experiment with various message bundles and compare results across multiple cuts of the data to enhance and optimize strategy.
- **Dynamic visuals:** Benefit from compelling, intuitive data visualizations which highlight key performance metrics and assist disseminating insight across the organization.
- **Export capabilities:** Easily export reports and insights to share with your team or stakeholders.

This combination of flexibility and power helps you turn complex data into actionable commercial strategy, all in an intuitive interface designed for ease of use.

## Broad Testing Across Therapy Areas and Markets

With proven expertise across a wide range of therapy areas, markets and target audiences – including both HCPs and patients – SIMCOM™ ensures that your message testing is tailored to the right audience:

- **Therapy area expertise:** Over 200 message testing studies completed, covering everything from oncology to metabolic diseases to rare diseases.
- **Expert team:** Our methodology is backed by a dedicated team of data scientists, statisticians and pharma marketing experts.
- **Global reach:** Test and optimize messages in multiple markets around the world, ensuring relevance across regions.
- **Comprehensive audience:** Engage both HCPs and patient populations to ensure messaging resonates with all stakeholders.

## Think SIMCOM™ when:

- **Planning a launch:** Ensure your message resonates before going to market.
- **Adapting to regulatory changes:** Adjust quickly and efficiently when regulatory requirements shift.
- **Establishing competitor differentiation:** Fine-tune your messaging to stand out from the competition in crowded markets.



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**Client Testimonial**

“I have utilized SIMCOM™ for both unbranded and branded messaging tests. SIMCOM™ has proven to be a reliable methodology, providing clear and actionable insights by identifying messages that maximize impact, appeal broadly, and maintain a coherent story flow. As such both the Adelphi team and SIMCOM™ has gained my trust.”

**Global customer insights partner, top 10 pharma company**

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To find out more, reach out to  
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