

# **Your Content Is Your Brand**

**Here Are 7 MedComms Essentials  
Every Small Pharma Team  
Should Have**

**A Free Strategic Guide by  
Verivance MedComms**  
*Precision in every word*



# Why Medical Content Matters More Than Ever

**Whether you're launching a new product, educating doctors, or building brand trust, what you say and how you say it, defines how you're remembered.**

**This guide breaks down 7 must-have medical marketing assets that small pharma brands can use to educate, influence, and grow**

**01**

## **Product Monograph** clinical story, backed by science

**This is your most comprehensive scientific document. It includes the mechanism of action, clinical trial data, safety, dosage, and prescribing information, all structured for credibility.**

**Pro Tip: Keep it evidence-heavy and compliant. It's not a marketing piece — it's a trust builder**

**02**

## **Doctor Detailer / Visual Aid** The first bridge between your product and the HCP

**A concise, well-structured aid that medical reps use to walk doctors through the product's value, benefits, data, and differentiators.**

**Pro Tip: Use clean visuals, graphs, and icons and avoid heavy text blocks**

**02**

**03**

## **Slide Deck for Reps or KOLs**

**Your product's story told strategically**

**Whether it's for rep training or scientific exchange with KOLs, slide decks align your brand message across touchpoints.**

**Pro Tip: Build one master deck, then adapt it to various audiences (internal, external, educational)**

**04**

## **Patient Education Leaflet**

**Empowered patients make better decisions**

**Leaflets written in plain, empathetic language help patients understand their condition, therapy, and the importance of adherence boosting trust and compliance.**

**Pro Tip: Use visuals, relatable analogies, and focus on outcomes, not just facts**

**03**

**05**

## **Scientific Q&A / FAQ Sheet**

**Answer the questions before they're asked**

**Doctors often have scientific objections or doubts. A well-crafted FAQ gives your field force ready answers based on real data.**

**Pro Tip: Base every answer on published literature and preemptively address common concerns.**

**06**

## **Medical Journal Ad (Print or Digital)**

**Visibility with credibility**

**A placement in a respected journal can position your brand as serious and evidence-based. It's not just advertising — it's scientific storytelling**

**Pro Tip: Keep copy minimal. Let data visuals and your brand tone carry the weight**

**04**

**07**

## **Emailer or e-Detailing Module**

**Your digital follow-up tool**

**Whether sent after a rep visit or used as part of a drip campaign, these formats reinforce key points and extend engagement**

**Pro Tip: Personalize when possible. A segmented approach (e.g., GPs vs. specialists) performs best**

**05**



# What You Communicate Builds What You Become

**These 7 materials form the backbone of how HCPs, patients, and the market understand and trust your brand.**

**You don't need 50 documents to look credible. You need 7 done right.**

**And that's what we do**

**Verivance MedComms**  
*Precision in every word.*

**Want support building your  
next campaign?**

**We work with pharma startups, clinics, and  
health brands to create science-driven,  
strategy-aligned content  
with precision in every word**

**Reach out and let's build  
something that works**

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