

5 Must-Do Med Comms Actions to Close 2025 Strong and Set a Foundation for 2026

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As we enter the final stretch of 2025, medical communications professionals in pharma and biotech face a pivotal opportunity to not only meet year-end targets but to surpass them, outpace competitors, and set a foundation for dominance in 2026.

With budgets tightening and regulatory landscapes evolving rapidly, Q4 demands precision, innovation, and bold execution. This article distills five essential actions into steps, empowering you to elevate your strategies, exceed stakeholder expectations, and deliver transformative impact. By implementing these, you'll position your team as indispensable leaders in medical affairs, driving outcomes that resonate across the organization.

Crush Q4 by prioritizing these actions!

1. **Maximize Remaining Budget**
2. **Navigate Regulatory Shifts**
3. **Boost KOL Engagement**
4. **Leverage AI and Data**
5. **Drive Measurable Results**

ACTION

01

Maximize Remaining Budget

In a year marked by fiscal scrutiny, optimizing your med comms budget isn't just prudent - it's a competitive edge that propels you ahead. Focus on reallocating resources to high-yield initiatives that amplify reach and ROI before December 31.

- **Audit and Prioritize:** Begin with a rapid assessment of current expenditures. Identify underperforming channels, such as legacy print materials, and redirect funds to digital platforms with proven engagement metrics. Aim for activities generally known to yield higher ROI, like targeted virtual symposia, which can generate immediate stakeholder interactions.
- **Leverage Seasonal Opportunities:** Align spend with end-of-year milestones, such as major congresses or regulatory deadlines. For instance, if your therapeutic area has Q4 conferences (or Q1 for that matter), invest in concise, data-rich content for post-conference follow-ups, ensuring sustained dialogue with key audiences and measurable lead progression.
- **Negotiate for Agility:** Engage solution partners with flexible terms to scale efforts dynamically. This step ensures you capture unforeseen opportunities, such as emerging data releases, turning potential constraints into catalysts for outperforming peers. Seek partners with deep scientific acumen who can help you maximize impact with strategies grounded in evidence.

Do this well, and you'll close 2025 with amplified impact, proving your team's strategic acumen.

ACTION

02

Navigate Regulatory Shifts

The FDA's 2025 updates have reshaped the compliance terrain, demanding vigilant adaptation to maintain momentum in med comms. Mastering these changes isn't merely about avoidance. It's about leveraging them to foster trust and innovation, positioning your communications as authoritative and unassailable.

- **Review Key Guidances:** Prioritize the FDA's January 2025 final guidance on communications from firms to health care providers regarding scientific information on unapproved uses¹, which clarifies enforcement policies for off-label discussions. While developing internal checklists to evaluate materials against these standards remains essential, this guidance also creates new opportunities for more substantive, real-time conversations about unapproved uses in medical channels. Focus on evidence-based claims that not only mitigate risks but also enable more meaningful dialogue with healthcare providers about emerging clinical applications.
- **Incorporate Recent Reforms:** Address updates like the FDA's July 2025 expansions in complete response letters (CRLs) and conflict-of-interest bans for pharmaceutical employees in advisory roles². Train teams on integrating these into KOL interactions, using scenario-based simulations to build compliance muscle memory.
- **Proactive Monitoring:** Establish a real-time alert system for emerging FDA statements, such as those on opioid prescribing or drug safety communications issued through mid-2025³. This enables swift adjustments, transforming regulatory hurdles into opportunities for differentiated, compliant storytelling that elevates your brand.

Embrace these shifts to not only safeguard your efforts but to inspire confidence, outshining competitors mired in outdated practices.

ACTION

03

Boost KOL Engagement



Key opinion leaders (KOLs) remain the linchpin of influential medical communications. In 2025, hybrid engagement models offer a pathway to deeper, more efficient relationships, enabling you to amplify scientific discourse and drive consensus that exceeds expectations.

- **Refine Identification and Tiering:** Use data-driven criteria to tier KOLs based on influence, aligning with therapeutic priorities. Employ tools for sentiment analysis across publications and social channels to prioritize those with rising impact.
- **Adopt Hybrid Strategies:** Blend virtual and in-person touchpoints, such as interactive webinars with real-time polling, to expand reach while respecting KOL schedules. Personalize plans with omnichannel approaches, ensuring frequent, value-added interactions that foster loyalty.
- **Be Discriminating with External Resources:** If engaging solutions partners, select those with robust scientific expertise to craft authoritative, evidence-based content that strengthens KOL trust and elevates engagement.
- **Measure and Iterate:** Implement metrics like engagement depth and feedback scores to refine programs quarterly. Anticipate KOL needs through objective-driven plans, creating collaborative opportunities that position your team as indispensable partners.

This action will cultivate alliances that propel your initiatives forward, surpassing competitors in scientific influence.



Four-Step Framework for Strategic KOL Engagement



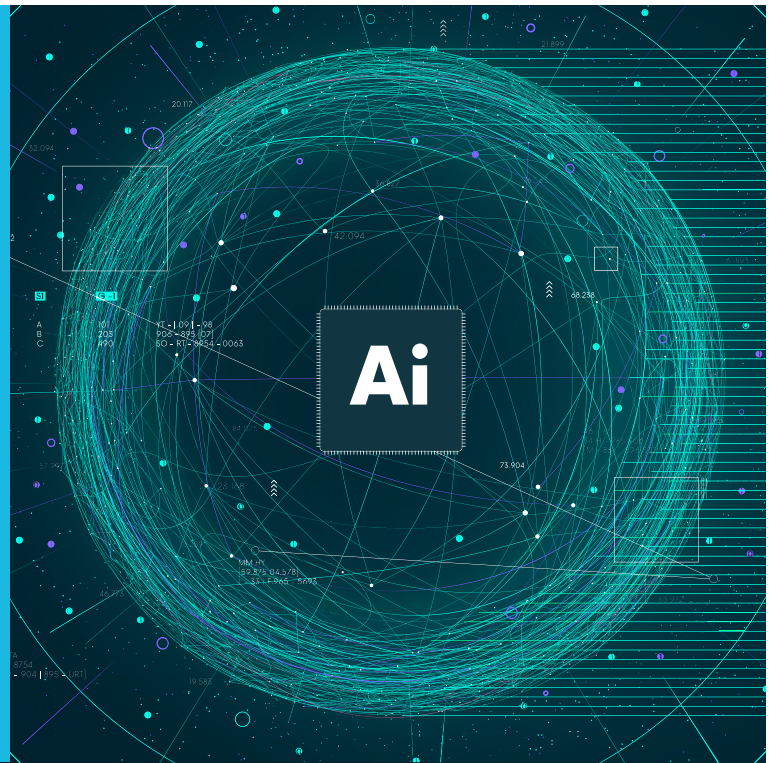
Access this practical guide for setting up
and optimizing your KOL program.

https://go.bgbgroup.com/BGB_KOL_Engagement_Playbook_Page

ACTION

04

Leverage AI and Data



AI's integration into med comms is revolutionizing efficiency and personalization in 2025, empowering you to harness real-world evidence (RWE) for insights that streamline operations and deliver superior outcomes.

- **Integrate AI Tools:** Adopt platforms for automated content generation and compliance checks, reducing production time while ensuring scientific rigor. Focus on pharmacovigilance and personalized stakeholder messaging to enhance drug safety and relevance.
- **Harness RWE and Predictive Analytics:** Analyze vast datasets to inform strategies, predicting trends in clinical trials or patient responses. By 2025, AI-driven discovery could account for 30% of new drugs⁴. Apply similar logic to med comms for targeted, evidence-based narratives.
- **Ensure Ethical Adoption:** Balance innovation with transparency, training teams on AI ethics to build trust. This step transforms data into actionable intelligence, enabling personalized engagements that outstrip generic approaches.

Leveraging these technologies will catapult your team to the forefront, achieving efficiencies that redefine excellence.

ACTION

05

Drive Measurable Results



To close 2025 triumphantly, embed real-time analytics into your med comms framework, generating leads and insights that fuel 2026 planning and demonstrate undeniable value.

- **Establish KPIs and Dashboards:** Define metrics like engagement rates and conversion funnels, using intuitive tools for live monitoring. This allows mid-campaign pivots, optimizing tactics for immediate gains.
- **Target Lead Generation:** Deploy data-driven campaigns, such as segmented email series post-events, to nurture prospects. Integrate AI for predictive scoring, prioritizing high-potential interactions that accelerate pipeline progression.
- **Plan for Transition:** Synthesize Q4 learnings into a 2026 roadmap, highlighting successes to stakeholders. This forward-thinking approach ensures sustained momentum, positioning you as a visionary leader.

Harness real-time measurements to optimize stakeholder engagement and deliver measurable value today and in the future.

Your 2026 Medical Communications Legacy: Data-Driven, Dominant, Unstoppable

In executing these five actions, you'll not only crush Q4 but inspire a legacy of excellence, outdistancing rivals and redefining what's possible in medical communications. The power to excel is in your hands. Seize it.

Let's Accelerate Your
Medical Communications
Success

Need expert support implementing these strategies? Our team helps life sciences organizations optimize their medical communications for maximum impact.

Contact **Amanda Eckel** at aeckel@outreach.bbggroup.com to discuss your specific challenges and goals.



About the Author

Julie Yoon, Chief Client Officer at BGB Group, brings nearly 30 years of agency expertise helping pharmaceutical and biotechnology companies transform complex science into clear, compelling communications that drive clinical understanding and patient outcomes.

About BGB Group

BGB Group brings over two decades of medical communications expertise, delivering innovative solutions across diverse therapeutic areas. As an independent agency with more than 500 employees, BGB provides comprehensive services spanning medical communications, healthcare advertising, payer and market access, and strategic consulting for pharmaceutical, biotechnology, and medical technology organizations. Committed to speed, efficiency, and superior results, BGB drives impactful outcomes for its clients. Learn more at www.bbggroup.com.

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