

 **BGB BENCHMARK**

# Elevate Your Impact: The 7-Point Checklist for High-Stakes Scientific Communications

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Your scientific communications can catapult your pharma or biotech breakthrough into the spotlight, or they can fizzle out in a haze of jargon and missed opportunities. As a medical affairs or communications professional, you know the stakes. Your content must inform, engage, and inspire action while standing up to scientific and regulatory scrutiny.

How do you measure up? Our 7-point “Impact Score” checklist, honed by BGB Group’s decades of expertise, scores your content’s potential to shine. Grab your virtual pen and check off what you’re already doing right. Let’s see how close you are to a perfect score.

## The 7-Point Impact Score Checklist:

- Clarity and Narrative Reign Supreme**
- Evidence is Everything**
- Audience is Authority**
- Visuals that Vibrate**
- Compliance is Cornerstone**
- Action is Outcome**
- Measurement is Mandatory**



## 01: Clarity and Narrative Reign Supreme

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Your message should hit like a lightning bolt, not a fog bank, while weaving a compelling story that sticks. Strip away jargon or define it clearly, using plain language with academic heft. Facts alone don't resonate. Humanize the science, connect the dots, and answer "why it matters." A clinical trial isn't just data. It's a narrative step toward better patient lives. If your core idea needs decoding or lacks a nudge, it's lost in the noise.



## 02: Evidence is Everything

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Every claim must stand on a rock-solid foundation of cited, credible data. Transparency about data limitations builds trust, not doubt. Skimp on this, and your content is not science. It is speculation. Rigorous evidence is not just a checkbox. It is the backbone of your credibility.



## 03: Audience is Authority

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One-size-fits-all content fits no one. A busy oncologist needs a snappy infographic. A researcher demands a detailed manuscript. Tailor depth, tone, and format to your audience's knowledge and needs. Misjudge this, and you are pitching a symphony to someone who just wants a minuet.



## 04: Visuals that Vibrate

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Great graphics clarify, not clutter. Charts, animations, or MOA visuals should simplify complex ideas, like how a drug targets a pathway, without distracting. If your slides look like a kaleidoscope, you may be causing confusion rather than enhancing understanding.



## 05: Compliance is Cornerstone

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Regulatory missteps can sink even the best content. Ensure every word aligns with FDA, EMA, or industry guidance while still making your story sing. Compliance is not a hurdle. It is the foundation that lets your message soar. Expertise here separates amateurs from pros.



## 06: Action is Outcome

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Your content should spark a lightbulb moment or drive a specific action like diving into a study, rethinking a treatment approach, or sharing insights with colleagues. If your communication does not inspire clarity or movement, it is just noise in an already crowded space.




## 07: Measurement is Mandatory

In the era of omnichannel engagement, track the efficacy of your disseminated content to gauge real impact. Use metrics like engagement rates, reach, behavioral changes, or feedback loops to assess if it's working or if a pivot is needed. Without measurement, you're flying blind. Quantify success to optimize and prove ROI for future efforts.

### How many boxes did you check?

If you're short of seven, your medical communications may not be reaching their full potential. To excel in pharma and biotech, every piece of content must hit all seven marks: clear and narrative-driven, evidence-based, audience-tailored, visually sharp, compliant, action-oriented, and measurable.



At BGB Group, we help clients ace this checklist, transforming complex science into stories that resonate with HCPs, researchers, and patients.

**Want a perfect Impact Score?**

Contact **Amanda Eckel** at [aeckel@outreach.bgbgroup.com](mailto:aeckel@outreach.bgbgroup.com) to partner with BGB Group's experts and make your communications unstoppable.



#### About the Author

Priyanka Patel is a dynamic leader who empowers pharmaceutical companies with strategic and scientific expertise. With experience across over 20 therapeutic areas, including oncology and diabetes, she crafts innovative content, fosters thought leader engagement, and develops tailored strategies to drive client success and advance transformative healthcare solutions.

#### About BGB Group

BGB Group brings over two decades of medical communications expertise, delivering innovative solutions across diverse therapeutic areas. In addition to medical communications, BGB, an independent agency with more than 500 employees, provides comprehensive services in 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.bgbgroup.com](http://www.bgbgroup.com).