

4 Unseen Hurdles: Why Even Brilliant Scientific Data Gets Lost in Translation

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Your groundbreaking research could rewrite medicine, but if it's miscommunicated, it's just fancy noise. Complex scientific data often stumbles into oblivion, not because it's flawed, but because of sneaky traps that derail clarity and impact. These pitfalls can trip up even the sharpest pharma and biotech teams. Here are four unseen hurdles that turn genius insights into garbled messages, and how to overcome them.

4 Unseen Hurdles:

1. **The Curse of Knowledge: Too Smart for Your Own Good**
2. **Regulatory Rigor Mortis: When Compliance Kills Clarity**
3. **The Audience Assumption Trap: One Size Fits None**
4. **The Static Content Standoff: Stuck in the Stone Age**

HURDLE

01

The Curse of Knowledge: Too Smart for Your Own Good

You're a PhD with a decade of lab time, and your data sings symphonies to you. But to clinicians, investors, or patients? It's a cacophony. The *Curse of Knowledge* strikes when experts forget how to speak human, assuming everyone shares their jargon-soaked brain. That 50-page manuscript dense with acronyms? It's not impressing anyone - it's exhausting them. Simplifying doesn't mean dumbing down. It means distilling brilliance into something a busy oncologist can grasp between patient visits. Strip away the tech-speak, and your work will shine.

HURDLE

02

Regulatory Rigor Mortis: When Compliance Kills Clarity

Regulatory compliance is non-negotiable, but obsessing over every comma in FDA guidelines can freeze your message into *Regulatory Rigor Mortis*. Overly cautious wording and sterile prose make your data read like a tax code, not a breakthrough. Yes, you need to check the boxes, but clarity and engagement aren't the enemy of compliance. A skilled communicator can craft content that's both airtight and alive. Think crisp slide decks or patient materials that don't induce a coma. Balance the rules with readability, or your message will be DOA.

HURDLE

03

The Audience Assumption Trap: One Size Fits None

Assuming all stakeholders, bench scientists, harried clinicians, curious patients, want the same spiel is a recipe for disaster. Welcome to the *Audience Assumption Trap*. A researcher craves granular data; a doctor needs actionable insights in 30 seconds; a patient wants hope, not a stats lecture. A one-size-fits-all slide deck or white paper will bore some and baffle others. Tailor your approach - infographics for quick hits, webinars for deep dives, or plain-language summaries for lay audiences. Know your reader, or you're shouting into the void.

HURDLE

04

The Static Content Standoff: Stuck in the Stone Age

You have a story that sings, now what? Having the story right is only half the battle. The channel is of equal importance to the content. In a world of interactive apps and real-time social feeds, leaning on flat PDFs or didactic presentations is like faxing your data to the future. The Static Content Standoff happens when you cling to outdated formats while your audience scrolls past. Dynamic digital landscapes demand more. Think clickable e-books, animated explainer videos, or LinkedIn polls that spark discussion. Interactive content doesn't just deliver data - it invites engagement. If your message isn't moving, it's already gathering dust.



Don't Let Your Data Disappear

By recognizing these hurdles and embracing clear, adaptive communication, your scientific discoveries can transcend barriers and inspire real change. Imagine a world where complex data flows seamlessly from lab to life, empowering decisions that advance health and innovation for all. With intention and creativity, every insight has the potential to echo far beyond the page.



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 is an independent agency of 500+ employees delivering comprehensive solutions across healthcare advertising, medical communications, payer and market access, and strategic consulting with a commitment to speed, efficiency, and superior results. www.bgbgroup.com

Brilliant science deserves to be heard, not lost in translation. BGB Group's medical communications experts can help you dodge these hurdles, turning complex data into clear, compelling stories that resonate.

Ready to make your insights unstoppable?

Contact **Amanda Eckel** at aeckel@outreach.bgbgroup.com to leverage our expertise in crafting communications that cut through the noise.