

**Product Review** Reprint # 56-02

## Slides: The Currency of Communication

*A Slide Presentation Collaboration System*

By John Mack

Pharmaceutical companies produce slide kits for their physician clients to educate them about products and the medical conditions they treat. Slide kits may fulfill a marketing or continuing education (CME) need. Slide kits or Presentations may be prepared for patient education as well.

### Flawless Collaboration Required

Promotional or educational, whatever the need served, you can be sure that a high degree of collaboration between appropriate marketing, professional education, clinical, medical/legal, and compliance personnel within the company is necessary to create a slide kit. Outside experts, such as key opinion leaders and medical writers are also involved in the process. Flawless coordination of all these stakeholders with diverse interests is necessary to achieve a finished product that is accurate, meets the intended goals, and complies with all necessary regulations.

To help facilitate the team collaboration in the development and approval of slide kits, Blue Grotto Technologies, Inc., a medical education technology company based in Plymouth Meeting, PA, has developed "Slide Collaborator" (see [www.pptcollaborate.com](http://www.pptcollaborate.com)).

This Online Slide Kit Creation and Collaboration System is a tool designed to assist project man-

agement with the review process in the development of educational and marketing slide kits. Other products offered by Blue Grotto include online searchable slide libraries, chart reviews, and disease burden analyzers.

### Slide Kits are Ubiquitous in Pharma

"Slides are the currency of communication in the pharmaceutical industry," says Ross Dworkin, Vice President of Sales at Blue Grotto. "All throughout the various phases of the product life cycle, from inception to clinical research to launching to sales and marketing, there are always core messages conveniently conveyed via slide kits. More than any other industry, the pharmaceutical industry employs slides as an integral part of its internal and external communications." Also unique to the pharmaceutical industry is the degree of collaboration needed between several different disciplines—clinical, marketing, sales, and regulatory—required to develop a slide kit.

### Features

"Slide Kit Collaborator," says Dworkin, "documents all the comments and changes throughout the life cycle of a slide kit and organizes all of those assets in a convenient, web-based environment." Not only does this make it easier to perform compliance audits when necessary, the system also has been

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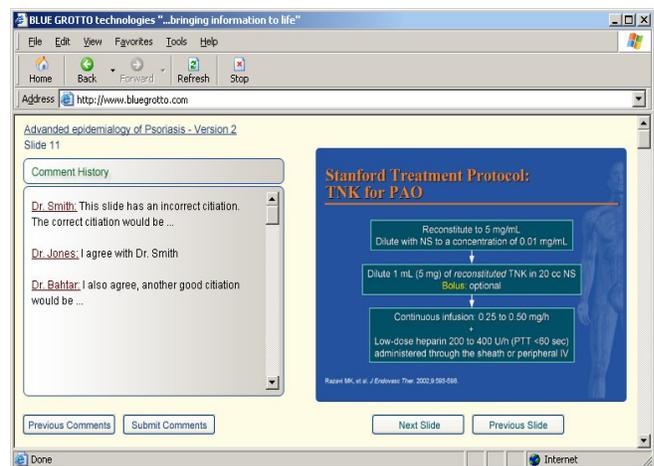
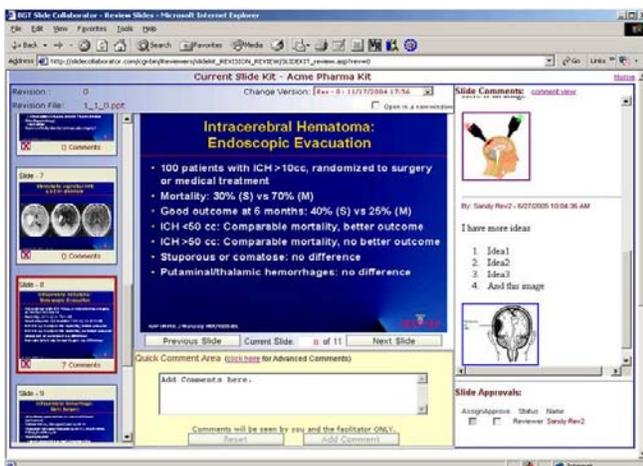


Figure 1: Each slide is addressed on its own basis (left). As an option, the system can be configured so that collaborators can see each others' comments for each slide as shown on the right.

shown to reduce the number of revisions from a total of 9 to about 4 or 5, according to Dworkin.

The system allows reviewers to view and comment on each slide and/or the entire kit and consolidates comments. "It eliminates redundant comments and email between collaborators completely," says Dworkin. Specifically the system:

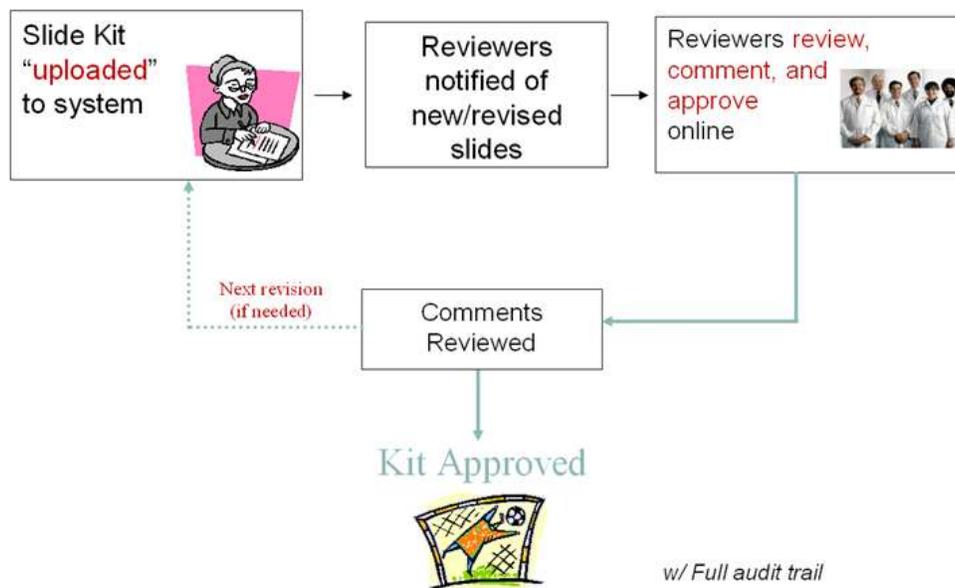
- makes it convenient for faculty to participate in the slide creation process—by providing 24/7 access to "slides in process,"
- documents the CME/CE process in case an audit is required,

- increases the efficiency of the slide kit creation process by eliminating redundant comments and organizing all aspects of this process in one place,
- ensures that appropriate people can participate during the creation process, and
- tracks medical/legal and regulatory changes and approvals.

"The tool not only eliminates most of the effort to organize slide kit version changes," says Dworkin, "but significantly reduces the number of versions required due to the elimination of redundant com-

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### Summary of Specific Features



- 1. Registration and Security:** Reviewers must be registered and use a password to access the service.
- 2. Review Current Slide Kit:** Reviewers will examine slides (and slide notes) and submit their comments (or approval) for each slide.
- 3. Project Management (Systems Facilitator) Responsibilities:** Project management (systems facilitator) responsibilities include uploading the slide kit, notifying the reviewers, adding/deleting users, printing reports and incorporating reviewer comments.
- 4. Reports:** The system is able to print out basic reports on usage and comments,
  - List of reviewers (for reimbursement purposes)
  - List of comments per individual slide (with identity of reviewer)
  - List of comments per slide kit (with identity of reviewer)
- 5. Archived Slide Kits:** The system archives the current and previous slide kits (with commentary).

See [www.pptcollaborate.com](http://www.pptcollaborate.com) for a personal trial version of the system.

ments that no longer have to be manually collated by the lead editor.”

Slide kits—like many of the other pharmaceutical communication programs—must undergo medical and legal review and be in compliance with FDA, OIG, and other agency regulations. Slide Kit Collaborator allows the appropriate regulatory and compliance people in the company to easily participate at appropriate times throughout the development of the kit. This prevents costly corrections that otherwise might result without timely review.

### Description of Operations

When the slide kit is ready for review, the project manager uploads the slide kit to the “Online Slide Kit Creation and Collaboration System” and notifies the appropriate individuals that the new (or revised) slide kit is available for them to review.

After receiving this notification, each reviewer can log on and review the slide kit. Reviewers can make comments on each slide (as well as on the entire kit).

“Our system is unique in that it deals with a slide kit as a compilation of individual slides that tell a story,” says Dworkin. “Each slide is addressed on its own basis as well as within the entire group of slides.”

Recognizing that this is an “iterative” process, the system will allow for multiple versions of each slide kit as well as allow all reviewers access to each slides “comment” history. Further, the collaboration system can request and record appropriate approvals.

“Ours is the only system that can keep track of slide kit changes from one revision to the next, including slides that have been deleted, added, or resorted,” says Dworkin.

Whether a slide kit is developed in-house or is put together by an ad agency, version control and close collaboration among several people from different disciplines is necessary to get the job done. Slide Kit Collaborator is designed specifically for this purpose.

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