

KEY TAKEAWAYS

1

Start Early with Government Affairs

Engage with local, state, and federal policymakers early to build relationships and prevent future regulatory challenges.

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2

Leverage the Power of Patient Stories

Use patient narratives to humanize your message and connect with policymakers and the public.

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3

Emphasize Economic Impact

Highlight local job creation and economic contributions to make a compelling case to government officials.

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4

Acknowledge Public Sentiment

Preemptively share your science's impact and the human stories behind it to shape public perception before negative narratives take hold.

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5

Frame Complexity With Simplicity

Keep your messaging straightforward and focus on core facts when explaining drug development.

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6

Focus on Affordability, Not Just Price

Shift the narrative toward how your treatments improve patient access and affordability, rather than just addressing list prices.

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7

Partner With Patient Advocacy Groups Transparently

Collaborate with patient groups openly, ensuring transparency to maintain their credibility.

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8

Avoid Reactive Messaging

Respond to criticism with a constructive tone that keeps the conversation open rather than becoming defensive.

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9

Prepare Employees With Clear Messaging

Equip employees with simple, effective talking points for external conversations, especially during sensitive times.

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10

Capitalize on Biopharma's Broader Role

Broaden your narrative by emphasizing biotech's contributions to sustainability and other sectors beyond human health.