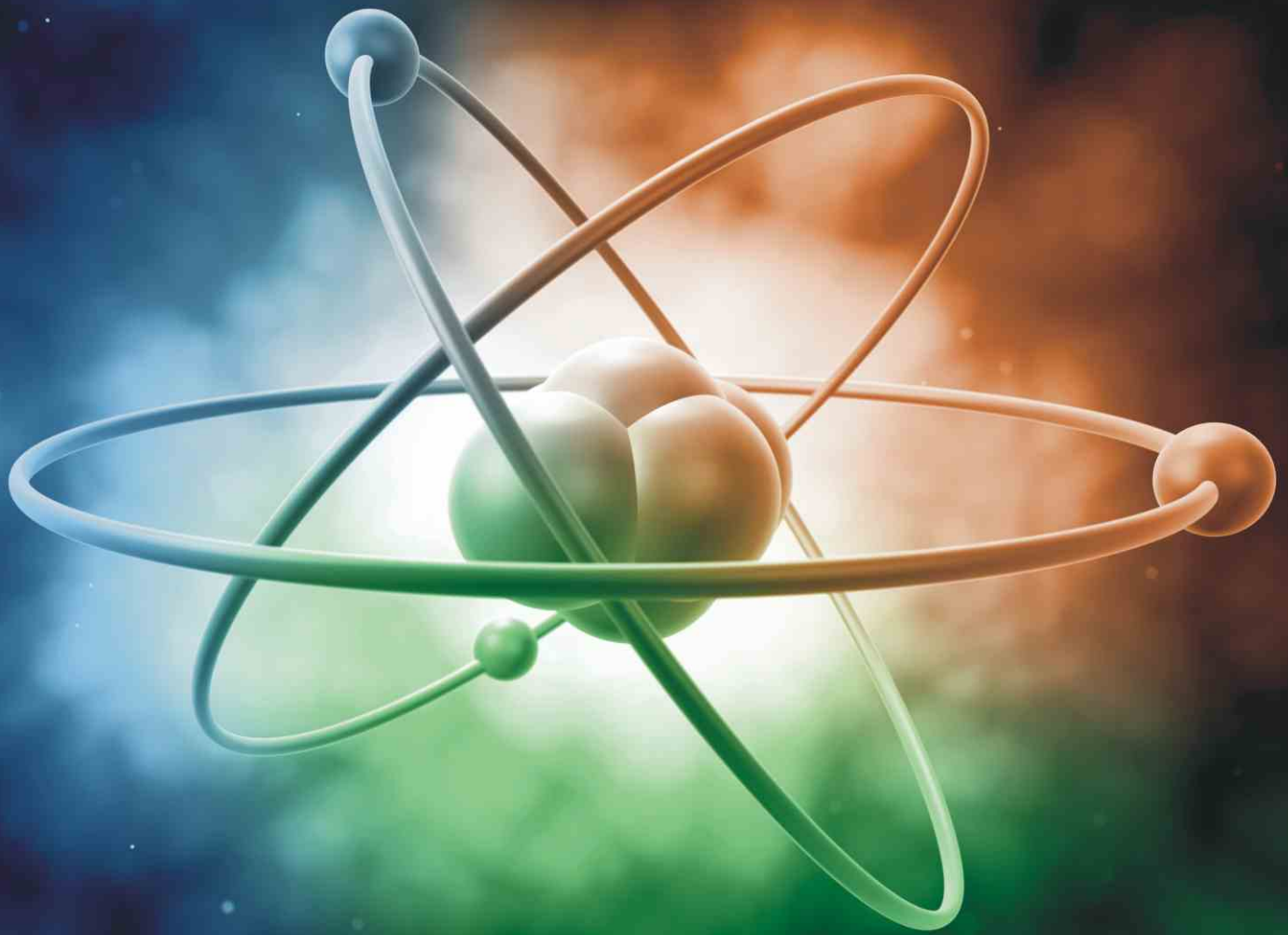




Excellence | Quality | Ethics | Values



Writing that  
makes you  
**Think**

- ▲ Committed to sustainability
- ▲ Innovation and excellence at work
- ▲ Believing in work life balance
- ▲ Adapt rugged methodologies
- ▲ Deliver quality documents
- ▲ Understanding client needs

# Introduction

Knowledge Isotopes provides effective commercial medical and scientific writing services which includes end-to-end publication planning and scientific writing support, conference and congress scientific matter preparation, key opinion leader engagement and lot more.

We offer customized communication solutions in accordance to our clients needs. Every project has a dedicated team specialized or having relevant experience in that area, which can get your project done right and on time!

“ Knowledge Isotopes strives to be a globally competitive communications specialist and a preferred partner for clients ”

Vision & Mission

## What makes us different?



- ▲ *Young, energetic & Innovative*
- ▲ *Expert Guidance/Review Panel*
- ▲ *Competitive & Cooperative*
- ▲ *Result-oriented and focused*
- ▲ *Employees, our asset, are with us because of passion in writing*
- ▲ *Flexible work culture*

## Our Commitment: Ensuring On-time Delivery

Direct client & writer interaction

Writer envisions what is needed?

Project team formed

Writer + Reviewer + Editor

Transparency in workflow ensures everyone is aware of the project

Client review & update

Every project undergoes a rigorous review cycle & all stakeholders are regularly updated

Feedback at every step

Ensures all stakeholders are on the same table and the deliverable steps up smoothly

# Services

## Publication Support

- Original articles
- Meta-analyses
- Literature searches
- Development & manage supplement publications
- Annotated-publications
- Trial Cards
- Systematic and other reviews
- Brief communications/reports
- Publication alerts
- Special mailers for communication
- Pre and Post Congress Slides
- CME slides
- Speaker Notes/slides
- Study Interim/Final Report
- Project Proposal
- Frequently Asked Questions, Approved Responses, Standard and Customized Letters for Medical Inquiries
- Standard Operating Procedures (SOPs)
- Templates and style guides



## Regulatory Writing

- ICH- GCP compliant Clinical Study Reports (CSRs)
- CSR Synopses for public disclosure
- Investigator Brochures
- Patient safety narratives
- Study Protocols
- Clinical & non clinical sections of the Common Technical Document (CTD) including summaries and overviews for EU or US Regulatory Authorities
- Patient information including Informed Consent and Patient Brochures
- Periodic Safety Update Reports (PSURs)
- Annual Safety Reports (ASRs)

## Medico - Marketing

- Flash cards
- Detail aids
- Newsletters
- Leave Behind Leaflets (LBLs)
- Brand Lexicon
- Product Monographs
- Booklets/Compendiums
- Patient educational materials
- Training Documents
- Online Learning/ Training modules
- Patient Materials
- Animated Medical
- Presentation

## Trainings / Workshops

- Essentials of Publication Writing
- Effective Communication Strategy: The Publication Plan
- Bio-statistics To Power your research
- Customized Training Solutions

## Quality Reviews

- Medical and/or regulatory quality review
- Message and content verification across dossier components
- Data review and QC
- Compliance with regulatory standards & expectations

# Publication Planning Process

Build a publication team with required expertise

Run a publication audit

Evaluate current literature & create a publication strategy

Establish a relational database & tracking system

Develop a strategic publication plan

Maintain communications & working relationships

Implement the publication plan per client requirements

Track progress, Adjust & update

# Some of our Publications

- ▲ Shroff G, Therapeutic potential of human embryonic stem cell transplantation in patients with cerebral palsy. J Transl Med. 2014 Dec 12; 12(1):318.
- ▲ Banker et al, Revisiting ovarian hyper stimulation syndrome: Towards OHSS free clinic, Journal of human reproductive sciences, 2015
- ▲ Shroff G. Single Photon Emission Computed Tomography Scan as a Diagnostic Tool in Children with Cerebral Palsy Treated with Human Embryonic Stem Cells. Journal of Nuclear Medicine, 2015
- ▲ Dong et al, Endobronchial ultrasound-guided transbronchial needle aspiration in the mediastinal staging of non-small cell lung cancer: a meta-analysis, Ann Thorac Surg. 2013 Oct;96(4):1502-7.
- ▲ Basu et al, Use of a novel hemoadsorption device for cytokine removal as adjuvant therapy in a patient with septic shock with multi-organ dysfunction: A case study . Indian J Crit Care Med. 2014 Dec; 18(12): 822–824.
- ▲ Shankar et al, Evidence-Based Treatment for Melasma: Expert Opinion and a Review, Dermatol Ther (Heidelb). 2014 Dec; 4(2):165-86.
- ▲ Gulati et al, Efficacy and Tolerance of Nutren Diabetes in Maintenance of Blood Glucose Level in Patients with Type 2 Diabetes Mellitus (T2DM Diabetes Metab Syndr. 2014 Nov 1.
- ▲ Dureja et al, Prevalence of chronic pain, impact on daily life, and treatment practices in India. Pain Pract. 2014 Feb; 14(2):E51-62.
- ▲ Puppalwar G et al. Conducting clinical trials in emerging markets of Africa: review of guidelines and resources for foreign sponsors. Clinical Trials: Open Access Journal of Clinical Trials, 2015; 7: 23–34.



## Client Testimonials

*“I must congratulate you for writing an EXCELLENT PAPER. I would suggest very few slight modification in the manuscript.”*

Principal Investigator and Lead Author

*“The draft looks impressive from content and presentation aspects. No data errors have been identified in the draft, the content has been mentioned in a very structured manner.”*

DGM, Medical Affairs, Leading Pharmaceutical Organization

*“Very professional and extremely well executed. The training material is very useful for my fu-ture reference.”*

Sr. Medical Advisor, Leading Pharmaceutical Organization