



KAI Research, Inc., An Altarum Company Medical Communications

Altarum Institute integrates independent research and client-centered consulting to deliver comprehensive, systems-based solutions that improve health and health care. A nonprofit, Altarum serves clients in both the public and private sectors.

KAI Research, Inc. (KAI), an Altarum company, is a contract research organization with an in-depth knowledge of all aspects of medical communications. KAI has extensive experience providing medical and clinical information to health care professionals and consumers at all phases of pharmaceutical product life cycles. In business since 1986, KAI has established a reputation for providing efficient, innovative, responsive, and thorough medical affairs and medical communications solutions to the pharmaceutical and biotechnology industries.

Full-service thoroughness and small-business responsiveness

The KAI medical communications team provides support for drug products in a wide variety of therapeutic areas in the prelaunch, launch, growth, and mature phases of pharmaceutical product life cycles. We provide project startup; establish uniquely comprehensive standard operating procedures; and maintain open, communicative, and collaborative relationships with our clients. KAI's medical communication specialists

- ▲ Respond to medical information inquiries from health care professionals and consumers;
- ▲ Research, develop, and draft medical information documents and standard responses to frequently asked questions as well as customized responses to specific questions from health care professionals;
- ▲ Provide support to medical liaisons and sales representatives;
- ▲ Review the medical literature and update standard response documents accordingly on a periodic basis;
- ▲ Provide medical information booth staffing at conventions, meetings, and trade shows;
- ▲ Collect and triage initial information regarding product complaints to the sponsor's quality assurance department; and
- ▲ Triage adverse event reports to the appropriate pharmacovigilance team.

Professional expertise: diverse, knowledgeable, versatile team

KAI's experienced medical communications team is composed of physicians, pharmacists, and nurses with various backgrounds in clinical practice and medical informatics, providing an exceptional cross-disciplinary customer focus. We are uniquely qualified to provide informational assistance to clinical decisionmaking and to anticipate the ever-changing needs of the competitive pharmaceutical marketplace. Administrative staff support is used for other project-related tasks whenever this is consistent with current good clinical and medical communications practices.

Complete, accurate medical writing practices

When developing new medical information documents or updating existing documents, KAI's medical communications team of health care professionals

- ▲ Conduct literature searches using databases specified by the client (e.g., Medline, Embase);
- ▲ Review available product labeling and documentation (e.g., current prescription information, material safety data sheets);
- ▲ Draft new medical information documents and/or incorporate new information into existing documents;
- ▲ Review newly drafted documents to ensure completeness and medical accuracy; and
- ▲ Provide new and/or revised documents to the client for review and approval.

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Tailored, stable information management system

Medical communications and call center functions are supported by KAI's SmartDesk[®]™ system, which tracks incoming calls and responses. SmartDesk[®]™ is a validated system that has been developed to provide industry standard services while maintaining the highest levels of data security currently available. This uniquely versatile system can provide customized call-tracking data and capture any desired client-directed information request metrics. The data stored in SmartDesk[®]™ can be directly imported into SAS, MS SQL, and Oracle databases.

For further information about KAI Research, Inc., please contact:

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