

# *the peloton advantage*

Specialists working together to position your product for success



## *Integration*

- Veteran publication experts working with an experienced staff of medical directors
- Managing editors with 50 years of collective experience
- Proven systems and processes for quick, efficient turnaround
- Extensive research and library services



## *Edge*

- Focused strategic publication plans that drive awareness and support product adoption
- 85% acceptance rate achieved through preparation, planning, and strategy
- Optimized data dissemination accomplished through comprehensive and well-researched tactical plans
- Timely, relevant, and alternative publication opportunities allow maximum exposure of data and key scientific communications



## *Synergy*

- Dedicated publications team matched to the therapeutic area and designed as an extension of the commercial team
- Able to quickly align resources to suit specific situations
- Unparalleled service

*the peloton advantage...  
moving your product  
ahead of the pack*



## *the peloton advantage...*

*"Congratulations to you and your team in dealing with these hectic timelines and climbing this huge mountain of work."*

*–Product Manager, Pharmaceutical Company*

*"I wanted to let the entire team know that you have all surpassed my expectations in many ways. Your drive to keep pushing on through (despite several unforeseen "bumps in the road") is impressive. So this is a special word of thanks (with much appreciation as well) for all your continual efforts thus far. Way to go Peloton!"*

*–Manager of Medical Communications, Pharmaceutical Company*

*"The preparation and research are obvious and make the difference."*

*–Medical Affairs, Pharmaceutical Company*

*"Thanks for getting all these papers back so quickly; you've done an amazing job! This has truly been great work and the fastest supplement we've ever done, thanks to you."*

*–Top Clinical Psychopharmacology Journal*

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ahead of the pack.*

**Proud to be a Lifetime Corporate Supporter of ISMP**

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