



[future] **IMPACT**

Thinking that accelerates
the impact of science

THOUGHT LEADERSHIP DIGEST **Summer 2025**

Welcome!

Future Impact is HCG's thought leadership engine—accelerating the future of medical communications. Designed for pharma and biotech leaders across commercial and marketing, medical affairs, publications, and regulatory, we deliver bold ideas, actionable insights, and innovation that drives impact and shapes the future of medical communications.

This digest brings you quick summaries of recent HCG thought leadership across Commercial & Marketing, Medical Affairs, Publications, Regulatory, Clinical Expertise, and Innovation.

What's hot/key trends?

In 2025, HCG teams have actively engaged at the forefront of medical, industry, and innovation congresses—from MAPS, ISMPP, and ASCO to SXSX—leading workshops, hosting roundtables, and presenting original research. These global touchpoints have given HCG a front-row seat to the biggest shifts in medical communications, enabling direct dialogue with experts, changemakers, and patient advocates.

Across these platforms, a few clear themes have emerged: the demand for measurable impact, the power of storytelling to humanize data, the role of intelligent design in cutting through complexity, and the shift from AI hype to hands-on integration. At SXSX, HCG explored how immersive technology and empathetic narratives can deepen engagement. At MAPS and ISMPP, we examined how to align emotional resonance with scientific precision, elevate real-world evidence through extenders, and embed inclusivity across publications and education.

As patient voices grow louder and AI reshapes how we communicate, one thing is certain: the future of medical communications is not just about delivering content—it's about designing experiences that drive real-world change. HCG isn't just participating in that future. We're leading it—driving thinking that accelerates the impact of science.



IN THIS DIGEST

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Thought Leadership Digest:

IMPACT

Why Our Purpose Is Accelerating the Impact of Science and Why That Matters

“Impact isn’t a score—it’s a story in motion. Real evaluation means starting with intent, measuring with context, and learning with courage.”

SUMMARY

A deep dive into the rationale behind HCG's purpose. The article explores why "impact" must go beyond activity metrics and be embedded into the core of communication strategy, planning, and execution. HCG proposes a model for evaluating impact rooted in flexibility, contextual nuance, and strategic foresight.

KEY TAKEAWAYS

Impact evaluation isn't one-size-fits-all. It must be tailored, embedded from the start, and aligned with business goals, not just tactical KPIs. Agencies can lead by designing for impact from day one.



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COMMERCIAL & MARKETING

Information Design: Driving Home the Point

SUMMARY

What street signs and medical communications have in common. This article explores how HCPs are overwhelmed with content and why visual hierarchy, emotional resonance, and cognitive clarity are essential.

KEY TAKEAWAYS

Information design boosts attention, trust, comprehension, and retention. Healthcare communicators must embrace design science to reduce cognitive load and drive better engagement.

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Turning Cold Facts Into Compassionate Conversations: The Power of Patient-Centricity in Medical Education

SUMMARY

PubMed mentions of “patient-centricity” have risen 2,550% in the past decade. This piece explores how pharma can support HCPs with tools that bridge data and empathy.

KEY TAKEAWAYS

The best med ed doesn't just inform—it equips HCPs to communicate with compassion. Storytelling and real-world framing are essential.

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Thought Leadership Digest:

MEDICAL AFFAIRS

Storytelling: The Underappreciated Cornerstone of Evidence-Based Medical Communications

SUMMARY

Analysis of how narrative techniques can improve engagement, memory, and impact in medical communications. Includes quantitative assessment of genetic medicine abstracts.

KEY TAKEAWAYS

Higher emotional tone and narrative elements are associated with more citations and Altmetric attention. Storytelling matters for scientific influence.



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The Future of Medical Affairs: Five Themes From MAPS Americas 2025

SUMMARY

Reflections from MAPS Americas include the rise of Medical-Commercial collaboration, MSL omnichannel integration, stakeholder diversity, AI readiness, and the urgency to define impact.

KEY TAKEAWAYS

Medical Affairs must embrace AI, define its own impact metrics, and partner with Commercial to avoid siloed strategies.



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PUBLICATIONS

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From Data to Dialogue: Opportunities to Enhance Reach and Accessibility of RWE Publications Using Extenders

SUMMARY

HCG's ISMPP-US 2025 poster revealed the critical role of extenders (like GAs and PLSs) in broadening the impact of real-world evidence publications.

KEY TAKEAWAYS

GAs drive social media engagement; PLSs increase blog/news pickup. Strategic extender use boosts reach and inclusivity.



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Analysis on Graphical Abstract and Plain Language Summary Usage in Select Publications

SUMMARY

Uptake of graphical abstracts and plain language summaries remains low, especially in haemato-oncology. This poster tracked adoption trends across journals.

KEY TAKEAWAYS

GAs correlate with higher Altmetric scores. Despite GPP2022, standardization and uptake of extenders are still limited.



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Being Seen: Using Journal-reported Metrics to Highlight Utilisation of Supplementary Materials in Oncology Journals

SUMMARY

This poster measured how often supplementary materials are viewed compared to main articles in oncology journals.

KEY TAKEAWAYS

Despite high usage of supplementary files, they get low visibility. Authors should consider secondary manuscripts or more prominent integration.



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PUBLICATIONS

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HCG Insights From ISMPP EU: Core Values for an Integrated Age

SUMMARY

At ISMPP EU 2025, HCG spotlighted progress in AI integration, patient involvement, and storytelling in scientific publishing. Sessions emphasized the need for ethical AI use, visual communication, and collaborative planning to amplify impact and ensure inclusivity across the evolving medical publications landscape.

KEY TAKEAWAYS

AI and storytelling are transforming medical communications—but only when paired with ethics, oversight, and strategy. Patient authorship is gaining traction, yet barriers persist. Integrated planning, mentorship, and cross-functional alignment are essential to future-ready, impactful publications.



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Look Who's Talking: Medical Journals and Podcasting

SUMMARY

Oncology journals are slowly adopting podcasting. This poster highlights where, how, and how often podcasts are being used to enhance publications.

KEY TAKEAWAYS

Podcasts are a growing but underutilized tool. Diverse formats, hosting platforms, and discoverability improvements are key.



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Measuring the Reach and Impact of Plain Language Summary Publications

SUMMARY

Analysis of standalone PLS publications and their relationship to Altmetric scores of linked journal articles.

KEY TAKEAWAYS

Without strategic planning and early integration, standalone PLS often fail to amplify visibility. Planning matters.



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PUBLICATIONS

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Raising the volume: Turning up the impact in publications - HCG Insights from the 21st Meeting of ISMPP

SUMMARY

AI is reshaping scientific publishing by streamlining workflows and enhancing content creation. But success hinges on human expertise, cross-functional collaboration, and ethical integration. ISMPP US 2025 emphasized upskilling, transparency, and storytelling as critical for trust and impact.

KEY TAKEAWAYS

AI and storytelling are transforming medical communications—but only when paired with ethics, oversight, and strategy. Patient authorship is gaining traction, yet barriers persist. Integrated planning, mentorship, and cross-functional alignment are essential to future-ready, impactful publications.



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REGULATORY

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AI's Impact on Regulatory Affairs

SUMMARY

From dossier automation to benefit-risk modeling, AI is revolutionizing how regulatory teams work. But new regulations are also emerging.

KEY TAKEAWAYS

AI is not replacing regulatory professionals but rather empowering them. Internal governance, upskilling, and proactive adaptation are essential.



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Building a Better CAR

SUMMARY

This article examines safety and innovation in CAR-T cell therapy, focusing on next-gen allogeneic CARs, NK cells, and BiTEs.

KEY TAKEAWAYS

The CAR-T space is evolving. Safety concerns are triggering black box warnings while innovation is accelerating.



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FDA Town Hall 2025: Harnessing AI, RWD & RWE for a Real-Time Regulatory Ecosystem

SUMMARY

This article explores the evolving regulatory landscape as outlined in the FDA Town Hall at DIA 2025, where AI, real-world data (RWD), and patient-centered strategies are reshaping drug evaluation. Key shifts include digital infrastructure, inclusive data use, and collaborative model validation.

KEY TAKEAWAYS

FDA is embracing generative AI, prioritizing data quality over quantity, and investing in patient-centric technologies. Success in this new era demands early engagement, transparent documentation, and ethical innovation.



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REGULATORY

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Project Orbis: How to Stop Playing Ping-Pong With Regulators

SUMMARY

Project Orbis is a global regulatory collaboration streamlining the review of innovative oncology therapies across jurisdictions. This article provides strategic guidance for sponsors on navigating the initiative to ensure faster approvals and improved coordination.

KEY TAKEAWAYS

Orbis offers speed and efficiency but requires meticulous planning, harmonized submissions, and strong internal alignment to avoid duplicated work and regulatory pitfalls.

“The teams that win in Project Orbis are the ones that align internally before submission and prepare proactively for every question.”



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CLINICAL EXCELLENCE

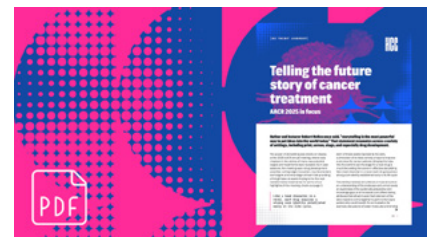
ONCOLOGY: Telling the Future Story of Cancer Treatment – AACR 2025 in Focus

SUMMARY

AACR 2025 was a hub for early data and innovation. The article highlights storytelling as a tool to make early-stage assets stand out.

KEY TAKEAWAYS

Storytelling is critical in oncology to craft a compelling identity early in an asset's life cycle.

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ONCOLOGY: Trust, Trials, and Transformation – AI's Place in the Future of Oncology

SUMMARY

AI was everywhere at ASCO 2025. From ambient dictation to HER2 scoring and trial recruitment, this article captures the spectrum of impact.

KEY TAKEAWAYS

Clinicians welcome AI for assistive roles but trust and training are key for broader adoption.

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NEUROSCIENCE: Is Precision Psychiatry Ready for Prime Time?

SUMMARY

APA 2025 marked psychiatry's coming-of-age moment. From digital phenotyping to novel mechanisms and psychedelics, the field is evolving fast.

KEY TAKEAWAYS

Psychiatry is entering its translational era. Communication must evolve to support precision, complexity, and adoption.

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INDUSTRY FUTURE

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CES 2025 Through a Pharma Lens

"At CES 2025, technology didn't just predict the future—it invited pharma to help shape it. From AI-driven insights to immersive experiences, the message was clear: personalization and storytelling are the new power tools for engagement."

SUMMARY

CES revealed innovations in AI, wearables, and immersive tech with big potential for pharma. Lessons for brand experience and HCP engagement.

KEY TAKEAWAYS

Emerging tech can enhance storytelling, personalize interactions, and create immersive experiences.



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SXSW 2025: Insights & Innovations for Impact

"Immersive storytelling and sensory experiences aren't gimmicks—they're gateways. In the AI era, pharma must lead with empathy, not just algorithms."

SUMMARY

From immersive domes to sound-targeted installations, SXSW showed that sensory storytelling is the future.

KEY TAKEAWAYS

New tech can create emotional connection and engagement that cuts through the noise.



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Thought Leadership Digest:

INDUSTRY FUTURE

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SXSW London 2025: SXSW Insights for Med Comms Leaders

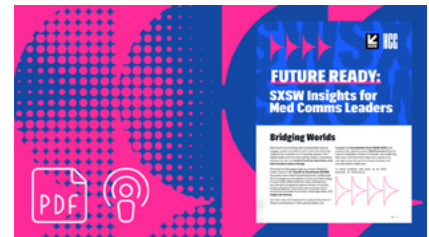
“In a world of algorithms, emotion is your competitive edge.”

SUMMARY

The inaugural SXSW London explored the future through the lens of med comms, AI, sustainability, and immersive tech. Drawing insights from visionary leaders and boundary-pushing brands, the event spotlighted how empathy, creativity, and innovation intersect. From microrobots in neurosurgery to self-healing concrete and AI-powered storytelling, the take-home message was clear: the future is human-first, tech-enabled, and brimming with transformative potential for healthcare communications.

KEY TAKEAWAYS

Empathetic leadership and reverse mentoring drive inclusive transformation. AI is revolutionizing drug development, patient engagement, and creativity—but can't replace the human soul. Green innovation is moving mainstream—from flying taxis to poop-powered energy. Preventive, personalized care is the next health frontier, powered by genomics, wearables, and microbiome science. Immersive, multi-sensory brand experiences enhance recall, boost engagement, and emotionally connect with HCPs.



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Intrigued by HCG's thought leadership?

Let's explore how these insights could apply to your brand strategy or activities.

Reach out to Jeremy Williams at jwilliams@omc.com to start the conversation.



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