

# From Challenge to Confidence: High-Quality Narrative Delivery Through Agile FSP Model



## Challenge

A large pharmaceutical Sponsor urgently needed to complete approximately 800 patient narratives within just four months, following an FDA query. The project involved a rare oncology indication, with narratives that were medically and structurally complex.

Initially, the Sponsor had engaged another vendor — but the quality of the narratives did not meet expectations. With time ticking and regulatory pressure mounting, the Sponsor turned to MMS Holdings for a high quality and speedy solution.



## Solutions

### Establishing Strong Leadership

Assigned a highly experienced narrative lead with deep expertise in oncology and rare disease writing to serve as the single point of contact for the Sponsor.

### Rapid Team Mobilization

- Identified and trained a dedicated team of writers and reviewers within a compressed timeframe, drawing on MMS' established pool of experts.
- Conducted a rapid triage and gap analysis of source materials, templates, and the Sponsor's timeline.

### Process-Driven Execution

- Operationalized the narrative workflow, breaking it down into distinct, accountable tasks: writing, QC, formatting, and final delivery.
- Maintained consistent oversight from a lead writer to ensure uniformity of style, structure, and quality.

### Transparent Communication

- Held weekly standing meetings with the Sponsor to resolve questions, align on expectations, and track progress.
- Flagged and addressed challenges proactively, minimizing delays and rework.



## Outcome

MMS successfully completed all 800+ narratives on schedule and to a high-quality standard that exceeded the Sponsor's expectations. The Sponsor, who had previously experienced failed vendor partnerships, was particularly impressed with the professionalism, clarity, and consistency of MMS's work.



## Key Success Factors

- Expertise On Demand: Leveraged our global pool of experienced writers with therapeutic depth and regulatory insight in oncology and rare diseases.
- Collaborative Mindset: Weekly syncs and proactive engagement fostered alignment and trust throughout the engagement.
- Fast, Flexible Resourcing: Enabled rapid ramp-up without the need for headcount approval or drawn-out onboarding cycles

## Testimonial



We had tried using various Alliance Partners for narratives, but most of the time we ended up pulling the project in-house because things were poorly managed and written. Many of us would then go to MMS Holdings to rescue us... MMS Holdings continues to be, what I consider, one of the best in the writing business.

**Director, Top 10 Pharma**

## Lets talk!

If you'd like to discuss this case study further or learn more on how our technology enabled services can support your development project, please visit our website: [mmsholdings.com](https://mmsholdings.com)