



Priority:

[Empty light blue text box for Priority]

Narrative:

[Empty light purple text box for Narrative]

Proof point 1

[Empty light purple text box for Proof point 1]

Proof point 2

[Empty light purple text box for Proof point 2]

Proof point 3

[Empty light purple text box for Proof point 3]

Raw materials

[Empty light purple text box for Raw materials]

Patients

[Empty light purple text box for Patients]

Healthcare professionals

[Empty light purple text box for Healthcare professionals]

[Empty light purple text box for Healthcare professionals]

...

[Empty light purple text box for Healthcare professionals]

Instructions

Use this tool to define the messages for the stakeholder. Define for each engagement priority a narrative.

The narrative is the statement to tell to all stakeholders.

Divide the the narrative in several proof points and identify the scientifically proven materials supporting them.

Adapt this narrative in order to reach each defined stakeholder.