



Fact Sheet

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MISSION: The mission of **ONS Edge** is to provide advantage through healthcare knowledge.

WHO WE ARE: **ONS Edge** is a healthcare intelligence company serving corporate clients in the pharmaceutical, biotech, and medical equipment/device industries, as well as the advertising and public relations agencies that serve these industries. **ONS Edge** is dedicated to leveraging its access to the knowledge of oncology professionals to increase the success of its clients.

WHAT WE DO:

TRAINING PROGRAMS AND SPECIALIZED TRAINING

- Speaker coaching
- Sales force training
 - Interactive, one-on-one group instruction
 - Peer-to-peer forums
 - Training from expert speakers
- Specialized training for
 - Nurses, pharmacists, and other healthcare professionals

EDUCATION (NON-CNE) PROGRAMS

- Slide deck development
- Promotional speaker bureau management
- Patient materials
- Tools for sales representatives, nurses, or patients
- Live ancillary events
- Enduring materials including monographs, Webcasts, Webinars, and podcasts
- Scientific writing
- Content development

MARKETING AND COMMUNICATIONS STRATEGIES

- Event management for advisory boards and other special event planning
- Sales support
- Advertising and direct marketing to nurses and healthcare providers through
 - Electronic advertising through targeted lists
 - Cross marketing throughout ONS and its affiliates
- Identification and development of key opinion leaders

CONSULTING SERVICES AND MARKET RESEARCH

- Development/consulting
- Market research deliverables
 - Web-based surveys
 - Online polling
 - Market intelligence
- Consultation and review for nurse-appropriate content
- Translation of technical content for consumer audiences

ONS Edge is a subsidiary of the Oncology Nursing Society, a national specialty organization of more than 35,000 registered nurses and other healthcare professionals dedicated to excellence in patient care, research, administration, and education in the field of oncology.