The process commenced by developing an advanced Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis to inform effective strategic planning.

### Background

- **Publication directors and managers** often face the challenge of managing multiple publication plans with a similar planning schedule.
- In order to successfully manage such a large volume of work, it was critical to ensure that the development and execution of the publication plan was aligned.

### Research Design and Methods

- **Publication goals** were established for each product, including timelines and targets.
- **Strategic planning** was used to align the goals and objectives of the publication plans with the overall business strategy.

### Publication Outputs Achieved

- A total of 62 abstracts and 24 manuscripts were submitted in fiscal year 2016, with 46 additional publications being developed.

### Strategic planning process

- **Gaps** in the strategic planning process were identified through a combination of SWOT analysis and landscape analysis.
- **Accelerators** were derived by applying strengths to opportunities, while **barriers** were identified by aligning weaknesses with threats.

### Conclusion

- For each product, monthly meetings with global and regional stakeholders ensured alignment on strategic goals and next steps.

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**Publication Titles**

- **Biostatistics**
- **Clinical Pharmacology**
- **Medical Communications**
- **Medical Affairs Clinical Pharmacology**
- **Pharmacology**

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- **Pharmacology**
- **Biostatistics**

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**Conclusions**

- For each product, monthly meetings with global and regional stakeholders ensured alignment on strategic goals and next steps (Figure 6).
- **Non-regulatory publication plans** should be successfully managed and executed.

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**References**


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**Figure 2**

- **Stakeholders** involved in publication plan execution and management.

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**Figure 6**

- **Regular stakeholder communication and interaction**.

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**Figure 8**

- **Strategic planning process**.

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**Table 1**

- **Impact of publication plan execution on stakeholders**.

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**Table 2**

- **Publication goals across all stakeholders for successful development and execution of a strategic plan**.

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**Figure 2**

- **Publication goals achieved over time**.

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**Figure 4**

- **Using SWOT analyses to identify barriers and accelerators**.

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**Figure 5**

- **Publication activities and deliverables**.