



Issues and Crisis Management



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Pharmaceutical companies have a greater range of issues to handle and are more prone to crises than almost any other industry.

The potential problems associated with the development, manufacture and supply of medicines can appear unpredictable and unmanageable. Established in 1992 we help pharmaceutical companies predict and manage them.

'An issue ignored is a crisis ensured' – Henry Kissinger

Here are some examples of the types of issues and crises we work on:

- Product withdrawals
- Product contamination
- Reports of serious drug side effects
- Failed trials of marketed products
- Negative reports in medical journals
- Allegations of profiteering
- Difficult price negotiations
- Aggressive media campaigns
- Developing world access
- Negative meta-analyses
- TV documentary exposés
- Class actions

A serious issue has an immediate effect on a company. A crisis and how it's handled is a defining moment. It can erode the stock price, shake investors' confidence, spark legal action, bring regulatory proceedings, and de-motivate or demoralise key team members. It can also damage the integrity and reputation of your product and company...both of which can take a long time to rebuild.

We will work with you to identify, prepare and contain issues and crises with controlled and measured communications that cannot be misinterpreted or misunderstood. Our services are tailored to your specific needs, and can include any or all of the following:

- Issues and crisis management-training courses
- Issue and reputational threat identification
- Crisis plan testing
- Message development and testing
- Realistic crisis scenarios
- Aggressive interview practice

For specialist guidance in identifying and handling specific pharmaceutical issues and crises [click here](#)

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