

# Using the Predict-First Paradigm to Solve Drug Discovery Challenges

Schrödinger, Inc. Webinar Case Study with  
C&EN Media Group

CASE STUDY DEVELOPED BY THE AMERICAN CHEMICAL SOCIETY / 2023



# Schrödinger's Business Challenge

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Drug discovery chemists are often plagued with two very common issues: what is the most efficient way to test their hypothesis and how can they iterate on those ideas quickly. A shift from design strategies based on trial and error towards a 'predict-first' approach to drug discovery allows teams to drastically expand the pool of molecules that can be explored and results in a highly interactive and fully in silico design-make-test-analyze (DMTA) cycle. Schrödinger looked to C&EN Media Group to develop a strategy on how they could effectively showcase the digital chemistry strategy used by their clinical-stage drug candidates and demonstrate how this strategy based in LiveDesign, Schrödinger's cloud-native, collaborative enterprise informatics platform, empowers teams to design, computationally assess, and prioritize new compounds together in real-time.

# **C&EN Media Group was tasked with solving these questions from the team:**

**1**

**How can we enhance our communication strategy to successfully disperse Schrödinger's digital chemical strategy for drug discovery?**

**2**

**What marketing tactics can we implement to expand our reach to key players in the pharmaceutical field seeking scientific advancement?**

**3**

**What strategies can we utilize to generate a constant stream of high-quality leads and how can we nurture those leads into qualified prospects?**

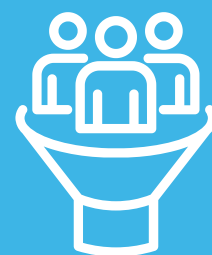
# Our Approach

Presenting successful case studies of how predict-first strategies led to clinical-stage drug candidates



## Provide Educational Content in a Trusted Environment

Through C&EN's robust webinar program, Schrödinger was able to present their webinar content in an engaging format and educate their audience on Schrödinger's digital chemistry strategy, which has led to several successful clinical-stage drug candidates.



## Implement Effective Lead Nurturing Tactics

C&EN Media Group crafted a broad marketing strategy for Schrödinger that encompassed preparing all marketing materials, including a customized registration page and banner ads designed to generate leads for their sales team. Additionally, we customized their webinar console with additional resources and touchpoints for attendees. Attendees who downloaded the resources and sought further contact provided additional intel for Schrödinger's sales team.

# The Program

With a strong promotional strategy developed, the C&EN Media Group team launched a campaign to promote Schrödinger's webinar titled The Predict-First Paradigm: How Digital Chemistry is Changing Drug Discovery.

Wade Miller, Olivia Lynes, and Eugene Hickey and Alice Hooper – Senior Research Leaders and Senior Scientists from Schrödinger's Therapeutics Group – demonstrated how teams can confidently spend time and energy exploring new, unknown, and often more complex designs while sending only the top performing molecules for synthesis. The speakers illustrated how a predict-first strategy can accelerate and improve the drug discovery process, how centralized technology used by Schrödinger scientists enhances crowdsourced ideation and team collaboration, and how to overcome collaboration hurdles to increase project efficiency.



# The Results

This webinar campaign proved to be highly effective, resulting in increased conversions among scientists eager to make advances in the drug discovery field. Thanks to this strategy, C&EN Media Group surpassed the guaranteed lead goal of 400 by over 200%. The following results illustrate how C&EN Media Group successfully created and delivered an impressive pipeline of potential customers for Schrödinger.



## Real Results

**1,220+**

**Qualified Leads Delivered  
to Schrödinger**



## Live Attendance

**32%**

**Attendee Conversion Rate**



## The Right Prospects

**Example of relevant titles  
include:**

Medicinal Chemists, Synthetic Chemists, Computational Chemists, Digitization Managers, Research IT, R&D, Leadership



# Plan your next campaign with us.

C&EN Media Group is available to consult with you on your marketing challenges. We pride ourselves on driving real business results for our clients. Contact us at [advertising@acs.org](mailto:advertising@acs.org) or download our [Lead Generation Playbook](#) to learn more.

Contact Us

