HOW TO *guide.*

Great healthcare products don't reach *patients if they don't know about them.*

GENERATING DEMAND FROM HEALTHCARE PROFESSIONALS FOR YOUR INNOVATIONS.

PHARMA • MEDICAL DEVICES • MED TECH

AGENCY

HEALTHCARE DEMAND GEN SPECIALISTS

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The healthcare attention economy.

12 minutes.

That's all the time healthcare professionals have for one appointment slot daily—and your innovation is competing to fill it. In this narrow window, you must demonstrate clear value, solve urgent problems, and establish why your solution deserves to live in their memory beyond those fleeting moments.

Healthcare professionals are navigating an unprecedented attention economy. They're making life-changing decisions while managing overflowing schedules, complex regulations, and diminishing resources. For them, every minute must deliver unmistakable value.

For pharma, medical device, and technology suppliers, this creates the defining challenge: How will you win that coveted 12-minute slot? How will you make every second count? And most crucially—how will your message continue working for you long after that brief encounter ends?

In today's healthcare attention economy, generating genuine demand isn't about shouting louder—it's about creating such memorable value in those 12 minutes that your innovation becomes impossible to forget.

[1] https://www.athenahealth.com/press-releases/us-physicians-surveyed-feel-burned-out-on-a-regular-basis)

There's a solution: *Demand generation through a unified approach.*

Key problems:

01

Demonstrating the value of complex products:

- With limited time and rising pressure, HCPs often de-prioritise engaging with new ideas and complex products. Demand generation must be established to ensure sales conversations. Product information must be clear, concise and compelling to convey the essential value of innovations that can enhance patient care.

02

Accessing the right audience:

- Traditional face-to-face sales channels alone no longer suffice.
  - *83% of healthcare professionals prefer digital channels for information about new products and services. (Accenture)*
  - *Pharmaceutical sales representatives' access to physicians dropped from 80% in 2008 to 44% in 2021. (SS Associates)*
- Evolving your digital presence is critical to reach HCPs where they're most active and receptive. A dynamic, approach is essential to support sales efforts and ensure your message reaches the right audience.

03

Standing out in a crowded marketplace:

- In a saturated market, it's harder than ever to differentiate. Standing out requires more than just a great product; it demands a brand presence that engages and builds trust with HCPs. With face-to-face-consultations reducing, online information must work harder to encourage adoption and ultimately advocate for your innovations.
- Without addressing these challenges, countless healthcare innovations remain in the shadows - unable to generate demand that will enable them to reach their full potential and impact patient outcomes.

Solutions:

Equip your sales team:

- Empowering your sales team with the right tools and messaging is essential. When salespeople are equipped to deliver concise, impactful conversations, each interaction becomes a consistent, high-caliber representation of your brand. By providing tailored resources, you ensure that every discussion showcases your innovations in the best possible light which helps to generate genuine demand from HCPs.

Equip.

Evolve your digital presence:

- In today's online-driven world, digital channels are no longer optional - they're essential. Evolving your digital strategy enables you to reach healthcare professionals where they're most receptive, providing them with relevant, accessible information that resonates. This approach allows your marketing team to broaden engagement and foster demand across multiple touchpoints in turn creating a cohesive digital presence that supports sales efforts.

Evolve.

Empower your advocates:

- Trusted voices make a lasting impact. By empowering HCPs and key opinion leaders (KOLs) with the materials and platforms they need, they are enabled to advocate effectively for your innovations. When respected professionals champion your product to their peers and patients, they extend your reach and reinforce your credibility. Empowering these groups generates demand in ways only authentic, peer-driven advocacy can achieve.

Empower.

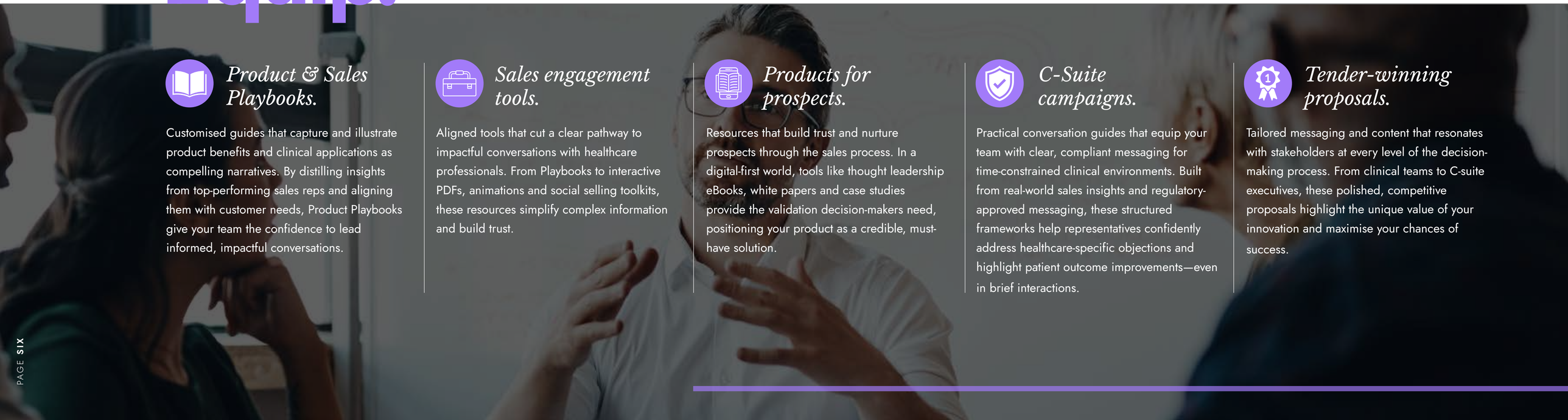
We call it the 3 E's Framework: Equip, Evolve and Empower.

We help you to **equip** your sales team: *Keeping conversations on-point in a time-sensitive environment.*

Healthcare products are often complex. Conveying their value in a way that is accurate, compliant and compelling is integral to the process of helping HCPs understand how these innovations can advance their practice. By equipping your sales team with tailored tools and resources, you ensure every conversation reflects the true potential of your product.

Here's how we make it happen:

Equip.



Product & Sales Playbooks.

Customised guides that capture and illustrate product benefits and clinical applications as compelling narratives. By distilling insights from top-performing sales reps and aligning them with customer needs, Product Playbooks give your team the confidence to lead informed, impactful conversations.

Sales engagement tools.

Aligned tools that cut a clear pathway to impactful conversations with healthcare professionals. From Playbooks to interactive PDFs, animations and social selling toolkits, these resources simplify complex information and build trust.

Products for prospects.

Resources that build trust and nurture prospects through the sales process. In a digital-first world, tools like thought leadership eBooks, white papers and case studies provide the validation decision-makers need, positioning your product as a credible, must-have solution.

C-Suite campaigns.

Practical conversation guides that equip your team with clear, compliant messaging for time-constrained clinical environments. Built from real-world sales insights and regulatory-approved messaging, these structured frameworks help representatives confidently address healthcare-specific objections and highlight patient outcome improvements—even in brief interactions.

Tender-winning proposals.

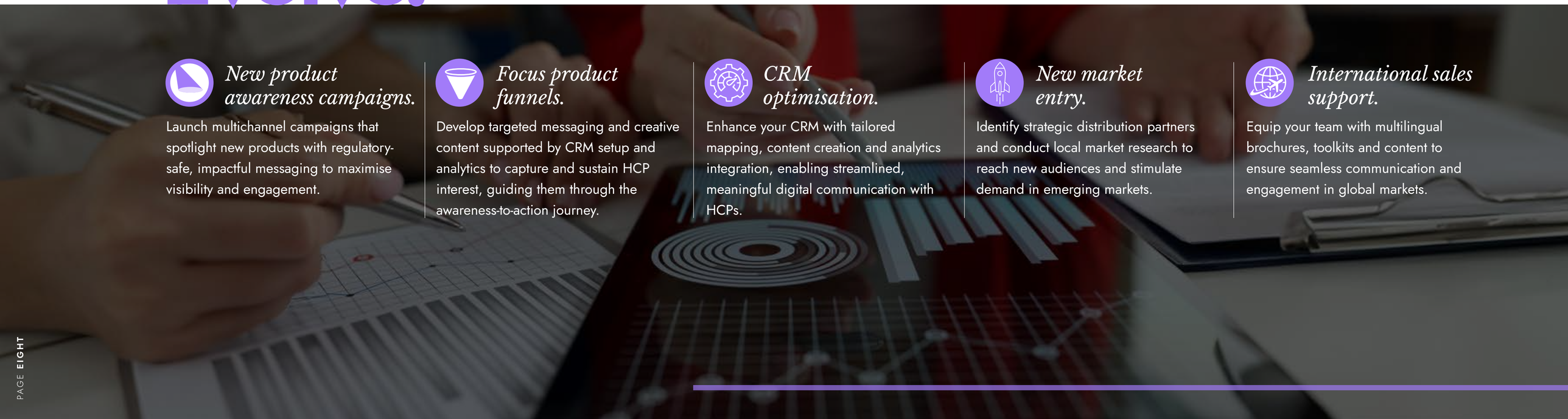
Tailored messaging and content that resonates with stakeholders at every level of the decision-making process. From clinical teams to C-suite executives, these polished, competitive proposals highlight the unique value of your innovation and maximise your chances of success.

We help you to evolve your channels: *Expanding reach and engaging healthcare professionals online.*

In today's digital landscape, healthcare companies need more than traditional methods to effectively engage their audience. 83% of healthcare professionals prefer digital channels for information about new products and services (Accenture). However, transitioning to digital engagement can be challenging without a clear strategy. To establish robust online channels that resonate with healthcare professionals, consider these targeted solutions:

Here's how we make it happen:

Evolve.



New product awareness campaigns.

Launch multichannel campaigns that spotlight new products with regulatory-safe, impactful messaging to maximise visibility and engagement.

Focus product funnels.

Develop targeted messaging and creative content supported by CRM setup and analytics to capture and sustain HCP interest, guiding them through the awareness-to-action journey.

CRM optimisation.

Enhance your CRM with tailored mapping, content creation and analytics integration, enabling streamlined, meaningful digital communication with HCPs.

New market entry.

Identify strategic distribution partners and conduct local market research to reach new audiences and stimulate demand in emerging markets.

International sales support.

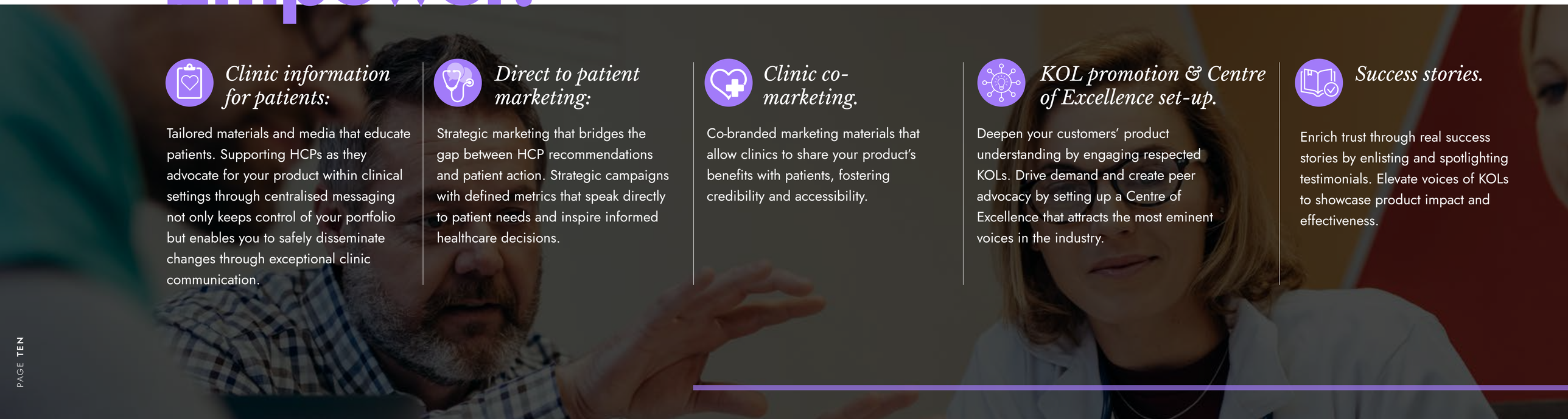
Equip your team with multilingual brochures, toolkits and content to ensure seamless communication and engagement in global markets.

We help you to empower your customers: *Transforming healthcare professionals into product champions.*

Empowering healthcare professionals to advocate for your products requires more than traditional marketing. It's about equipping HCPs with the resources and knowledge to support a patient-centered approach, that enables them to communicate the value of your innovations authentically and effectively.

Here's how we make it happen:

Empower.



Clinic information for patients:

Tailored materials and media that educate patients. Supporting HCPs as they advocate for your product within clinical settings through centralised messaging not only keeps control of your portfolio but enables you to safely disseminate changes through exceptional clinic communication.

Direct to patient marketing:

Strategic marketing that bridges the gap between HCP recommendations and patient action. Strategic campaigns with defined metrics that speak directly to patient needs and inspire informed healthcare decisions.

Clinic co-marketing.

Co-branded marketing materials that allow clinics to share your product's benefits with patients, fostering credibility and accessibility.

KOL promotion & Centre of Excellence set-up.

Deepen your customers' product understanding by engaging respected KOLs. Drive demand and create peer advocacy by setting up a Centre of Excellence that attracts the most eminent voices in the industry.

Success stories.

Enrich trust through real success stories by enlisting and spotlighting testimonials. Elevate voices of KOLs to showcase product impact and effectiveness.

Compliant *creativity.*

In healthcare, *trust is everything.*

In this industry, creativity often takes a back seat to compliance - and for good reason. Strict regulations, fear of reputational damage and a rapidly evolving digital landscape make it challenging for pharmaceutical and medical device companies to embrace innovative marketing strategies confidently.

Many worry about crossing regulatory lines, risking their credibility, or misallocating resources. As a result, they struggle to balance impactful messaging with the need for strict compliance, often missing opportunities to engage healthcare professionals and patients meaningfully.

With over 20 years of experience working both client-side and agency-side in healthcare, we've developed a method that maximises creativity within a secure, compliance-friendly framework. We call it **Compliant Creativity** and it's designed to enable impactful marketing while upholding the highest industry standards.

Compliant Creativity allows healthcare innovations to shine within the guardrails of regulatory standards, creating opportunities to connect meaningfully with audiences while maintaining the integrity and trustworthiness that the industry demands. With our approach, you can engage HCPs and patients confidently, knowing your messaging is both compelling and compliant.

Here's how our approach works:

01

Stakeholder alignment:

- We engage legal and regulatory stakeholders from the start, providing clear documentation and claims matrices that streamline approvals. This ensures that compliance is built into the creative process rather than an afterthought.

02

Audience-first approach:

- We tailor messages to the specific needs of healthcare professionals and patients.

  74% of HCPs are likelier to engage with personalised content. (DRG Digital).

- When we focus on clarity and resonance, avoid unnecessary jargon, the value of your innovation is kept front and centre.

03

Frameworks for creativity:

We establish compliance-aware guidelines that allow for creative exploration within set boundaries, empowering content that is both impactful and safe.

04

Efficient execution:

Our streamlined workflows meet multi-level approval requirements without bottlenecks, delivering high-quality content on time and on budget.

What happens *next?*

Here's how we start our journey together:

01

Triage:

Our first interaction is a no-fee consultation - a simple, candid discussion to see if we're the right fit. During this conversation, we'll discuss your goals, the unique qualities of your innovation and explore how our expertise might align with your vision. This step gives you a clear sense of what it's like to partner with us and helps us determine whether we're positioned to advance healthcare together.

02

Diagnosis:

In this strategic session, we delve deeper. Here, we focus on understanding the specific challenges and opportunities unique to your product and market. This stage is still part of our introductory process and allows us to gain a nuanced perspective of your needs. Without any financial commitment, we identify tailored solutions that align with your objectives.

03

Prescription:

Based on our insights from Triage and Diagnosis, we craft a detailed proposal. This comprehensive roadmap outlines our recommended strategies, scope and projected outcomes to drive your success. Only after this stage, if you decide to move forward, do we initiate any associated fees, ensuring full transparency and alignment before we start our work together.

04

Treatment:

With the proposal accepted, we move into onboarding and execution - this is where our partnership truly begins. We implement strategies designed to generate demand and achieve the recognition your innovation deserves.

Demand generation gives innovations the spotlight they deserve. Together we can help advance healthcare.

You know that feeling when your healthcare product or service helps someone?

Well, we love that too.

When these advancements reach the hands of those who can truly make a difference, they become more than just products; they become pathways to better outcomes, renewed hope and lives transformed.

Our purpose is to bring the right innovations into the light and ensure they find their place in the hands of those who can use them to help others.

Agency is here to support your journey in bringing healthcare innovations to those who need them most. Using compliant creativity, we help generate demand for products and services that advance healthcare so they get the recognition they deserve from the Healthcare Professional (HCP) community.

We are committed to working alongside those who share that same purpose; creating a world where every innovation that has the power to make a difference actually does.

Agency provide the following services:

RESEARCH • STRATEGY • COPYWRITING • CREATIVE • DESIGN • PRODUCTION • DIGITAL • ANAYLTICS • PROJECT MANAGEMENT • QUALITY ASSURANCE

When we work together the immediate benefits you can expect are:

01 *Multidisciplinary team.*

Access to a **multidisciplinary team,** strategy, creative, design, content creation and digital experts with a wide healthcare client community, bringing you insights from multiple sectors to sharpen your strategy.

02 *Processes designed for healthcare.*

Tools, templates and **processes** to simplify your relationship with regulatory and compliance so you stay focused on impactful content without the headaches.

03 *Dashboards and reporting.*

Dashboards, analytics and reporting that allow you to feel in control, monitor progress and demonstrate an impact that you can confidently present in ready-made slides to your senior stakeholders.

04 *Plans to create more demand.*

A **plan to increase demand** for your products and services. A well-defined roadmap to help you move from sales-led to market-led, filling your pipeline with consistent, qualified demand.

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About us

At the heart of our mission is a simple yet powerful belief: healthcare innovations deserve the spotlight they need to make a real difference. Founded by a healthcare marketing professional with over 20 years of experience spanning five continents, Agency was born from a passion for ensuring groundbreaking products don't get lost in the noise of today's competitive market. From launching innovative medical devices to navigating complex regulatory landscapes, our founder has dedicated their career to advancing healthcare through strategic demand generation and compliant creativity.

We are healthcare specialists in generating demand, combining deep, multi-sector expertise with a focus on compliant creativity. Whether it's building strategic campaigns, engaging healthcare professionals, or navigating complex regulatory landscapes, we ensure your innovation doesn't just stand out—it thrives.

Let's give your healthcare products and services the spotlight they deserve among the HCP community.

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