PATIENT MARKETING

How do you add unique value *in a crowded healthcare market?*

ENTER

Michael Colling-Tuck & Adrian Di Mambro

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AGENCY MEDICAL MARKETING:

Introducing our *patient marketing services.*

Our goal is to help 1 million people by enhancing patient autonomy and ensure that individuals are not just recipients of care but active, informed participants in their health journey.

Do you struggle to differentiate your healthcare products and services in a crowded market place?

The most successful brands in healthcare focus on delivering unique value that speaks to the needs of their healthcare professionals. Initiatives that transcend product benefits and speak to the challenges of a healthcare institution help formulate unique selling propositions to support products and services.

Finding patients who need their services and helping them overcome barriers to treatment is the primary challenge of healthcare. AGENCY's patient marketing service allows you deliver unique added value to your customers through compliant initiatives that support your healthcare customers with compliant and effective patient marketing tools.

We're on a mission to change patient communication in healthcare. Will you join us?

Our patient marketing product range:

Direct-to-Patient Marketing Strategies: Craft targeted campaigns that reach patients directly, using digital and traditional channels to increase visibility and engagement.

Patient Content Creation: Develop, disseminate and support your clinics with patient-centric content that is directly informed by cutting-edge research from the University of Bath's "Painful Conversations" series, ensuring content that speaks to people needs and helps them make informed decisions about your treatments.

Co-Marketing Strategies: Collaborate with healthcare providers to create co-marketing initiatives that enhance the visibility of treatments at clinics and healthcare facilities, aligning provider offerings with patient needs.

AGENCY MEDICAL MARKETING:

Patient marketing *at a glance.*

WHAT WE OFFER:

01

Direct to patient marketing:

- DTP Campaign Planning

- Creation of legal and compliant patient marketing strategies in EMEA.
- Patient targeting research and mapping of personas and their communication preferences.
- Creation of compliant product patient messaging including regulatory support.

- DTP Campaign Creation

- Creation of patient multi-channel content (SEO, PPC, Social, PR, Traditional Advertising).
- Creation of Multilingual patient content across EMEA.
- Execution of multi channel campaigns with analytics and reporting metrics.

- Find a Clinic Setup

- Setup of the find a clinic function including legal checklists, supporting documentation and clinic onboarding contracts.
- Creation and population of a customer relationship management (CRM) tool, to host all contacts and new clinic onboarding.
- Creation of the 'Find a Clinic' landing page and product patient website ceation.

AGENCY MEDICAL MARKETING:

Patient marketing *at a glance.*

WHAT WE OFFER:

02

Patient content creation:

- Co-Branded In Clinic Patient Materials

- Creation of content to allow patients to better understand the procedure, product and what is going to happen to them.
- Narrative derived from the key principles of patient communication established by the Centre for Pain Research at the University of Bath.
- Creation of Product Patient Brochures, post op recovery guides and FAQ handouts to assist with patient education and informed treatment choices.

- Co-Branded Online Patient Content

- Digital tools to help signpost awareness of the availability of the treatments a the local clinic
- Email templates and product landing page templates and assets to help patients make informed choices about their treatment options.

- Patient Multimedia content

- Planning, production and editing patient video testimonials.
- Creation of 2D and 3D animation explainer videos.
- Filming, recording and edition of podcasts.

AGENCY MEDICAL MARKETING:

Patient marketing *at a glance.*

WHAT WE OFFER:

03

Co-marketing:

- Co-Marketing Legal Setup

- Creation of clinic promotional materials.
- Optimisation of messaging for digital channels i.e. PPC.
- Creation of digital and traditional clinic marketing collateral.

- Campaign Activation & Analytics

- Execution of multi channel campaigns.
- Setup of analytics and real time reporting.
- Monthly reviews and optimisation.

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COMPREHENSION, METHODOLOGY & KNOWLEDGE = AGENCY

These may be three simple words, but they are our pledge to you, about how working with us will be.

We'll give you agency over your healthcare marketing.

01 *Comprehension:*

You know 'that feeling' when your healthcare product or service helps someone overcome a barrier to treatment? Yeah, we love that too. Our deep knowledge of the medical industry will ensure we understand your products, market and challenges quickly.

02 *Methodology:*

We have designed a process specifically for medical called Compliant Creativity which incorporates our legal and regulatory expertise and creative expertise to ensure our work stands out and is on time.

03 *Knowledge:*

With a proven track record working with some of the largest brands in the world, we can share knowledge of how leading companies achieve growth.

'Agency' (noun); 'The feeling of control over actions and their consequences'.

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