

**AWAY** FROM  
TRADITIONAL  
APPROACH

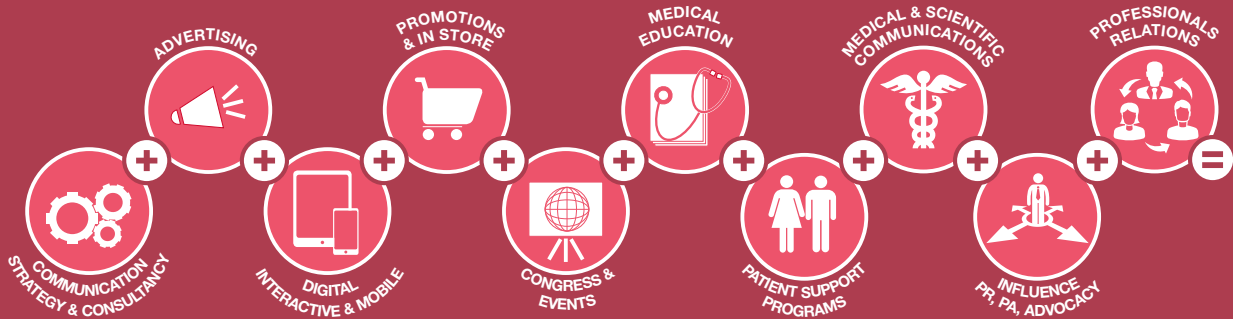


**H2H TIME:** NO MORE ONLY  
B2B or B2C BUT ALSO “**HUMAN TO  
HUMAN**” INTERACTION.

HEALTH COMMUNICATIONS  
EXPERTISE ACROSS CUSTOMERS &  
CHANNELS.

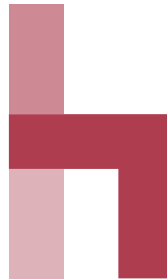


# CORE SERVICES & TARGETS



|                          |       |      |           |          |             |                 |        |              |
|--------------------------|-------|------|-----------|----------|-------------|-----------------|--------|--------------|
| HEALTHCARE PROFESSIONALS | MEDIA | KOLs | CONSUMERS | PATIENTS | PHARMACISTS | DECISION MAKERS | PAYERS | INSTITUTIONS |
|--------------------------|-------|------|-----------|----------|-------------|-----------------|--------|--------------|

FROM **INSIGHT**  
TO **SOLUTION**



**LISTEN, LEARN, DESIGN, PRACTICE:**  
AN IN - DEPTH PROCESS TO  
UNDERSTAND AND SATISFY THE  
DEMANDS OF HEALTHCARE MARKET.

**MAKING COMNNECTION WITH  
BRANDS/PEOPLE/IDEAS:** MORE THAN  
A UNIFIED SUITE OF SERVICES.

## COMMUNICATION STRATEGY & CONSULTANCY



- Strategy development
- Publications planning and policy
- Key expert identification, profiling, relationship development
- Early product communications planning
- Competitor benchmarking

## MEDICAL EDUCATION



- Scientific statement development
- Publications development and management
- Satellite symposia
- Abstract submissions
- Scientific posters
- Presentations creation
- Advisory boards
- Interactive tools

## MEDICAL & SCIENTIFIC COMMUNICATIONS



- Stand-alone educational campaigns
- Independent accredited programmes (inc. CME)
- Speaker programmes
- Webcast education
- Issue-led roundtables
- Key expert motivational meetings
- Key expert product launch events

## DIGITAL INTERACTIVE & MOBILE



- eDetailing
- User interface
- Web Apps
- Mobile Apps
- Interactive design
- Responsive design
- Digital strategy
- Website design

## PA, ADVOCACY



- Lobbying
- Stakeholder Mapping
- Parliamentary monitoring
- Network building
- Advocacy

## PR



- Consumer PR
- Healthcare PR
- Stakeholder management
- Corporate Responsibility & Sustainability
- Employer Brand
- Crisis Management
- Litigation PR
- Corporate Reputation

A **DUAL-CORE**  
AGENCY



**HAVAS VILLAGE EXPERIENCE:  
INTEGRATED APPROACH INSIDE  
THE HAVAS GROUP.**

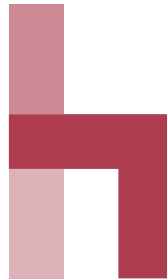
**CREATION OF DEDICATED  
MULTISCIPLINARY  
TEAM AD HOC.**



# ONE UNIFIED TEAM



**STRATEGIC**  
THINKING  
ORIENTED

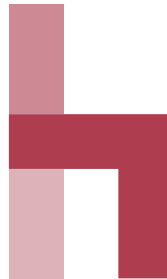


**DEDICATED HC STRATEGIC  
DEPARTMENT AND HAVAS UNIQUE  
STRATEGIC PROCESS & TOOLS  
EASY TO APPLY.**

**STRATEGIC CONTINUITY ACROSS  
BRAND'S LIFE  
COMMUNICATION.**



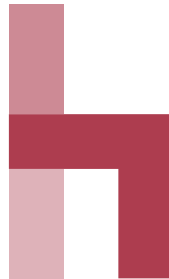
# WORKING IN PARTNERSHIPS



**MAKE IT SIMPLE:** WORKING IN SYNERGY TO ACHIEVE GOALS BETTER AND FASTER.

**BEST-IN-CLASS SUPPORT** TO BUILD AND MAINTAIN MEANINGFUL RELATIONSHIPS WITH CLIENTS.

**WE HAVE**  
THE EXPERIENCE



**A COMBINATION OF HERITAGE  
AND CAPABILITIES TO PROVIDE  
VALUE ACROSS THE FULL  
SPECTRUM OF THERAPEUTIC  
AREAS.**

