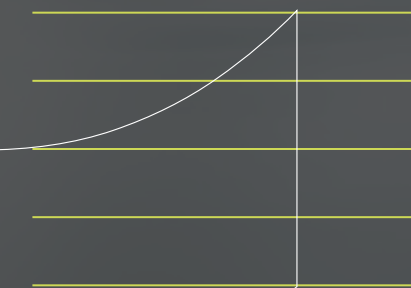


Customer Centric

Marketing approach



CONTENT STRATEGY

Customer-centric approach: themes & topics.

Million Mission

Our accessibility to clinicians has changed, what can we do?

How can we use marketing to help healthcare?

How can we help our medical marketing 'get better'?

Growth

What growth strategies are trending in the medical industry?

How can we use innovation to enhance our brand visibility?

How can we be creative whilst maintain brand integrity and staying compliant?

Compliant Creativity

How to communicate with HCPs outside the sales channel?

How to I better educate HCP about my products and services?

How can we make creative HCP marketing materials & stay compliant?

Direct to Patient

How can you help your customers meet more patients?

How can you adapt to market changes and patient empowerment?

How can you enhance customer relationships through co-marketing?

Competitive Edge

How do we create innovative strategies over the competition?

How do I generate quality online Lead Generation in medical?

How can we win more tenders with modern marketing?

AGENCY

How can I find a place to create my marketing?

How can I find the right people to work with?

How do I find expertise in my medical business challenge?



Our access to clinicians has changed, what can we do?

One thing is common to the world of pharma, medical devices and healthcare technology.

Access to clinicians has changed.

Regular contact has now become a new challenge the healthcare industry.

And Growth is dependant on acquiring new and retaining existing relationships.

Industry needs to rise to the challenge of attention economy that we now live in by finding new and creative ways to reach their audience in the.

How will you get their attention? How will you engage with them? How will you reassure them?



How can we use marketing to help healthcare?

Discovering better is what drives improvement in healthcare.

Existing options sometimes create barriers to better outcomes.

Breaking existing buying cycles in healthcare is challenging.

Change comes when people feel empowered to make a decision.

Empowerment comes from awareness of options.

Empowerment comes from the understanding those options.

Empowerment comes from feeling informed about the treatment choices you are about to make.

AGENCY: the feeling of control over actions and their consequences.



How can we help our **medical marketing 'get better'?**

Sales led... marketing led... many companies have a philosophy which has made them successful.

A new trend of being 'market led' is emerging.

Market led is understanding who your perfect customer is

Market led is customer centric messaging

Market led is sales and marketing alignment

Market led is communication which cuts through the noise

Growth is being found by companies who have focused on being market led.

Will you be one of them?

Growth

The allocation of resource to achieve growth in healthcare is a challenge.

With relationships still essential but market access changing post covid, industry communication in healthcare is evolving beyond the traditional sales channel to find new communication methods to acquire and retain customers profitably. Market leaders in medical have found growth by focusing on creativity in communication and balancing it with compliant strategies.

Learning from other industries who use innovation and creativity to enhance brand visibility and gain the attention of the people that need your products the most could give you the competitive edge. Other sectors have harmonised their communication channels to work together and many leading healthcare industry players are moving towards this as a method for lead generation and winning tenders.

In healthcare, trust is everything and brand integrity is pivotal to success. Many have tried creative methods in sales and marketing techniques but have been weighed down by regulations, legals and compliance. The solution to this is a process designed for medical and a methodology which ensures that all factors are taken into account at the outset.

Growth starts with helping your medical marketing 'get better'.

It doesn't happen overnight, and there's a path to get there, where are you on this now?



Healthcare Professional Marketing Powered by

Compliant Creativity

Finding creative ways to communicate more effectively with healthcare professionals outside of the traditional sales channel is becoming the practice of industry leaders in medical sales. Sales and marketing practices have evolved rapidly in the last few years with new digital information platforms gaining popularity over traditional face to face meetings.

In the attention economy that we live in putting the spotlight on what really matters is essential. Better education of healthcare professionals about products or services requires a more creative communication strategy, more creative content, more creative channel management and more creative websites.

And creativity needs to be compliant. This is why we have designed a process for medical to turn claims into messages, dull brochures into attention grabbing education and online methods for getting your content in front of the people that need it the most.



Direct to Patient

marketing powered by academia

The private sector cared for a record 665,000 patients in 2023. Self pay is now 32% higher than pre covid times to approximately 240,000 patients per annum. Consumer confidence is increasing important in clinician selection and clinicians are looking for partners to help them with materials that reassurance online and offline. Many major industry players are providing clinicians with materials that help them educate patients about your treatments and procedures.

Our market is shifting towards greater patient empowerment. Patients are seeking more information online as they look to find confidence in treatments so can get back to being themselves. To do this they seek information which stands out and allows them to make informed decisions. Understanding how to speak to these needs is essential and our learnings from the Centre of Research for Pain at University of Bath can help you with this.

In commoditized markets added value initiatives shape conversations in favour of those that provide it. Whilst costs of acquiring new clients increase and onboarding existing users onto new products carries educative resource and risk industry focus has turned to co-marketing programmes. Supporting existing users signpost awareness of the availability of treatments at clinics through their countries. With the correct legals and regulatory in place, this can be a powerful tool to enhance your relationships.

Will you be joining these market leaders in helping patients overcome barriers to seeking treatment?

Competitive Edge

Strategy powered by industry experts

Understanding your competitive landscape and current market challenges is essential to locate where you can find the competitive edge. With this information we can find simple and easily implementable growth strategies from other healthcare industry sectors which have enabled innovative companies to accelerate their growth to market leading positions.

A medical sales team with a supply of warm leads will have a firm competitive edge over those that don't. Modern digital marketing enables any medical company to find their perfect target audience online through lookalike targeting and facilitate engagement with highly targeted content across digital channels to help your sales team engage with warm leads.

Winning tenders is a key growth strategy in medical, engaging the right people with the right information in advance of the tender is often critical to gaining a competitive edge over the incumbent supplier. Account based marketing is a method of identifying the decision making web 18 months in advance and creating stakeholder materials which put you in a winning position.

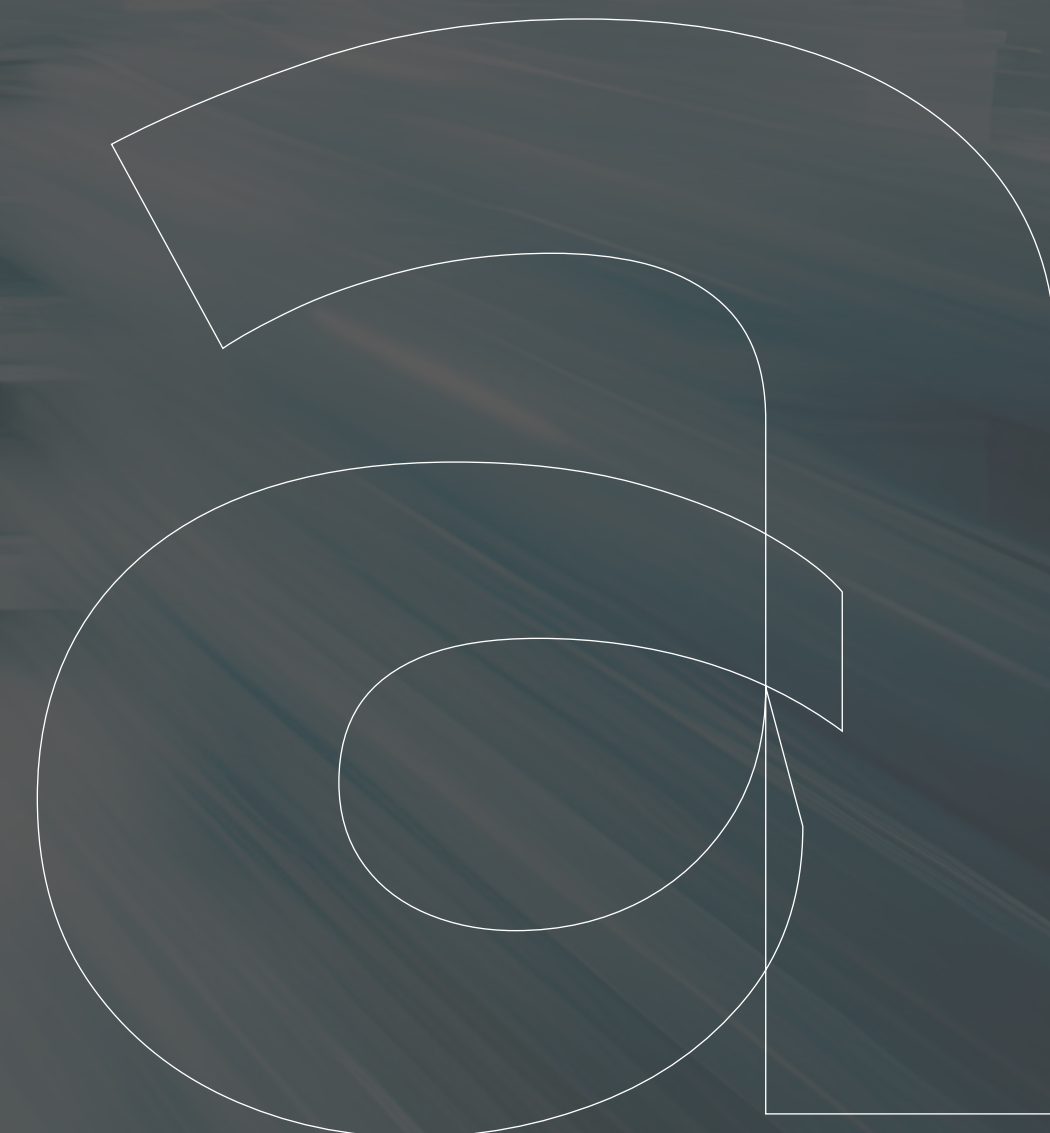


Your A+ team

We have built a creative studio specially for medical content creation opposite one of the largest hospitals in the UK so we can work with the clinicians there to stay on top of speciality trends. Come and visit us to see how we can create your marketing that sets you apart from the rest.

Our A Team is made up of medical experts. We are creatives, doctors, surgeons, academics, medical researchers and ex industry sales and marketing who have come together to help medical marketing 'get better'. If it's medical we'll get it quick and ensure that whatever we produce is relevant to the real medical world.

Our team has worked in industry and setup AGENCY with the aim of helping bridge the world of creative medical comms with the challenges of business, regulatory and legal in industry. We have created a process based on experience from both sides - agency and corporate and are here to help take the challenges off your desk, ensure people can go home on time and that your team excels.



Feel free to contact us...

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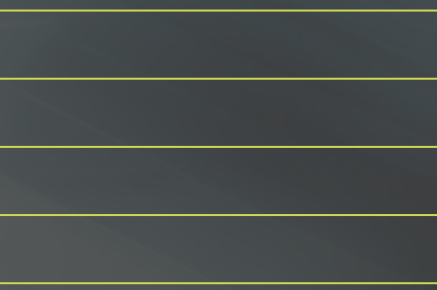
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