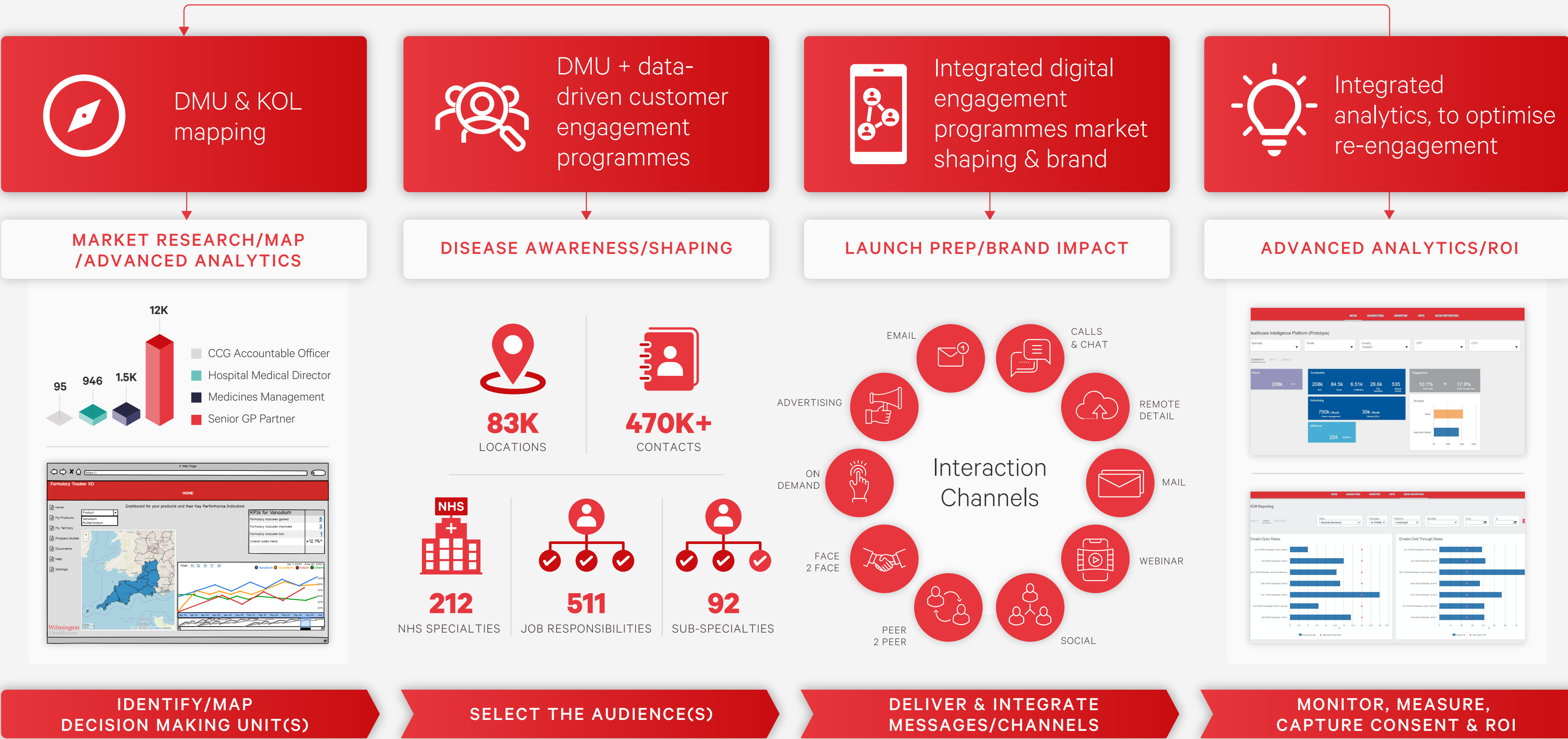


Go to market

with unrivalled NHS knowledge & data-driven customer engagement

- Who is the customer now?
- Where is the budget?
- Who's responsible for formulary decisions and optimising patient pathways?
- How do I integrate the right balance of digital channels and measure improved sales performance?
- What's the impact of delays in planned/elective care on your products and your lifecycle strategy?



Our results

Delivering high levels of HCP engagement

34% open & 43% click through rates in cardiology (educational content)

19% click through rate in primary care

70% click through rates in neurology (educational content)

1.23m drug and device safety notifications sent every year

Compliant engagement

Drive measurable outcomes & results

12% increase in prescribing after 6 month programme

500% increase in consent acquisition after 9 month programme