



Ry

Healthcare Agency

Transforming the healthcare experience

- 01 — R agency is an innovative full-service medical communications and marketing agency bringing together medical, creativity and execution. We offer an array of services and create effective sustainable strategies with custom-designed approaches to achieve your unique goals.
- 02 — We develop engaging narratives and experiences that create a deeper connection between our clients and their consumers. New mediums and social norms create new ways to impact decisions daily – whom to trust, whom to buy from and where to find the best care. Each healthcare decision is an emotional reaction or a carefully calculated sum of many meaningful and impressionable moments.
- 03 — We harvest insights that let us co-create communications that provide a sustainable healthier way of living. From pre-launch to post-launch, rare to common, DTP to DTC we move brands and their consumers forward. The core of our strategy involves understanding the essence of the brand's story allowing us to create compelling evidence-based narratives that resonate and stay true to the brand's values.

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- 04 — We uncover the emotional aspects of what drives customers to take action, identify new opportunities, explore new markets and grow your brand. From scientific platform development to brand creation, our full spectrum of services ensures we can fulfill virtually any task.
- 05 — Our team are experts in every aspect of healthcare communication and advertising. They are inspired by insights, driven by creative excellence and ready to challenge every experience with deep data and actionable analytics.
- 06 — We provide expert services without the overhead of traditional agency, saving the pharmaceutical and healthcare industry both time and money. We are able to provide any service à la carte or group them together for a custom program. You may engage us by the hour, by the project or on contract.



*Bringing all aspects of your brand to life

*Making it easy for consumers to take the action we want them to take on a channel-by-channel basis.

The art of integration

01 — Forefront Integration

Experts

Our experts have the unique ability to produce effective and sustainable results.

Leaders

We connect to frontline Opinion Leaders who delve into the real-life experience of health.

Consumers

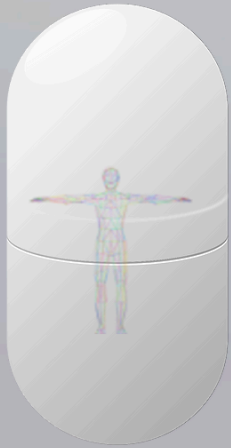
We connect with consumers to understand their health and needs.

Science

We immerse in healthcare data and conduct competitive intelligence.

Results

We harvest insights that let us co-create communications that change the standard of care and quality of life.



MOA methodology

01 — Disease Awareness

- Educate
- Manage
- Increase Awareness
- Identify Unmet Needs
- Recognize Symptoms
- Highlight Medical Advice

02 — Brand Build

- Brand + Design + Development
- Co-Creat e + Patient + KOL
- Advertising + Campaigns
- Digital Landscaping + Planning
- Insights + Analysis + Strategy
- Market Access + Intelligence
- Medical Education
- Omnichannel Targeting
- Training

03 — Opinion Leader

- Identify
- Stratify
- Map
- Insight

Our services

01 — Insights

- Strategic Guidance
- Advisor Engagement
- Expert ID
- Behavioral Insight
- Influencer Identification
- Research
- Social Listening and Speech Analysis
- Trend Mapping
- Cognitive Interviewing

04 — Promotion

- Pre-to-Post Product Launch development
- Brand and Campaign Development
- Campaign Planning
- On/Offline Campaigns
- Direct Mail Campaigns
- Drip Email Campaigns
- Scientific Brand Messaging
- Brand Awareness
- Efficient Execution

02 — Creativity

- Advertising and Campaign Development
- Branding Identity Development
- Rebranding
- Brand Refresh
- Differentiation and Positioning
- Brand Guidelines
- Digital and Social Strategy
- Innovation Acceleration

05 — Content Creation

- Content Development and Optimization
- Medical Journal Publications
- Promotional Materials
- Social Medical Content
- Landing Pages/Website
- Newsletters
- Blog Writing
- Presentations
- Videos

03 — Medical

- Medical Affairs
- Medical Writing/Communications
- Scientific Platform Development
- Publication Planning
- Patient Information
- Medical Education and Training
- Digital Rx Solutions
- Digital Health Solutions

06 — Business Development

- Business-To-Business
- Business-To-Consumers
- Competitive Intelligence
- Market Dynamics
- Competitive Landscape Analysis
- ID Of Additional Use Cases
For Product Development



Our experts look at
your brand
from every possible
perspective

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