

VIVACTIS SWITZERLAND CORPORATE PRESENTATION

2022

www.vivactis.ch

UNIQUE IN HEALTH.



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Vivactis GROUP GLOBAL OUTREACH



VIVACTIS GROUP IN BRIEF

Vivactis Group currently operates in more than **20 countries** across the world with a presence in the major markets of the **European Union and the USA**. The network is both multi-national and multi-cultural.

Multicultural:

300+ employees, with dual scientific and marketing backgrounds

Highly specialised:

100% pharma, biotech, medtech, diagnostics, nutrition, digital health and healthcare (hospitals and clinics); research centers, NGOs

Independent:

100% self-governing, owner-operated

Fast growing:

€ 40 M in annual billings

www.vivactis.com

WPI NETWORK

Vivactis is part of Worldwide Partners (WPI), a global network of owner-led, marketing services agencies who share an independent spirit and entrepreneurial drive to build commerce through connectivity, creativity and collaboration.

Global:

Global network of more than **70 independent and diversified market services agencies** in over **40 countries** who support the world's most heralded brands across 90 industry verticals..

Independent:

all agencies part of the WPI network are independent, owner-op. agencies.

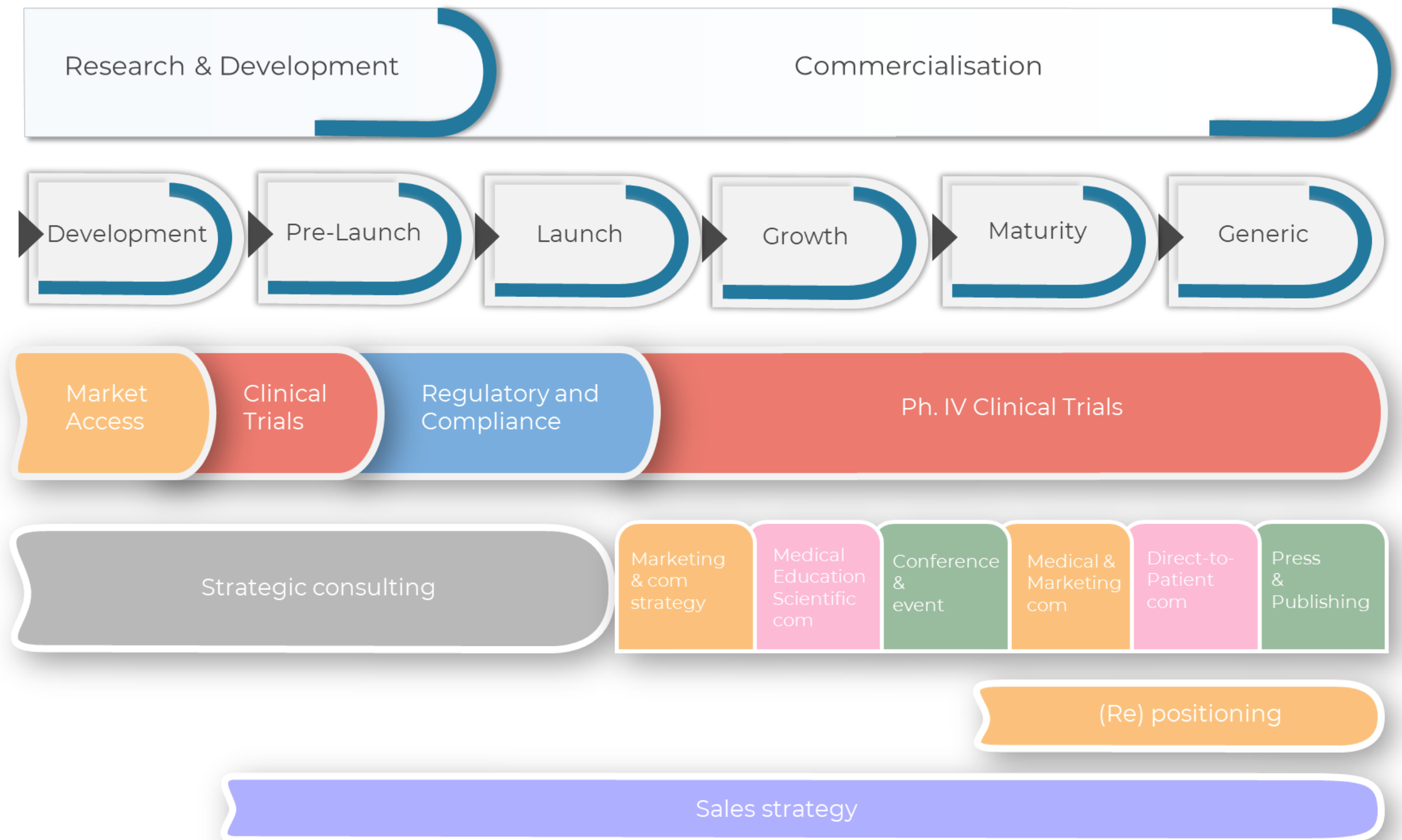
Stability:

115 offices, +6000 employees, \$5 b in billings

www.worldwidepartners.com

Vivactis GROUP VALUE CHAIN

Vivactis Group offers a comprehensive range of services along the entire pharmaceutical value chain.



Vivactis TEAM



UNIQUE IN HEALTH.

**Our
CAPABILITIES**
that make us
“unique in health”

- 1 **Market access and medical marketing strategies**
- 2 **Omnichannel medical marketing and communication (B2B)**
- 3 **Medical education and scientific writing**
- 4 **Clinical studies**
- 5 **Direct to patient communication, PR**

And all our exclusive products and solutions.



Market access, positioning and marketing strategies

PRE-LAUNCH

- Market characterization
- Competitive mapping
- Field surveys
- Business intelligence
- Brand definition
- Positioning
- Re-positioning
- Regulatory affairs
- Reimbursement
- Medical affairs
- Distribution/sales strategies
- One-stop-shop for European product launches

POST-LAUNCH & EXIT

- Support from post-launch to product exit (during entire product life cycle)
- Marketing campaigns, action plans

The keys to succeed.

Our CAPABILITY 2



Omnichannel medical marketing and communication (B2B)

Marketing channels (material and digital tools):

- Prints: promotional leaflets/brochures, white papers, scientific folders...
- Digital: websites, apps, e-newsletters, e-health platforms, e-books, medical videos...
- Graphic design and creativity

Augmented reality for medical marketing:

- Animated promotional brochures
- Animated meded material

Info kits:

- Press releases, Q&A list, backgrounder
- Scientific references
- Cover letter
- Investors' file

When creativity meets science.

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Our CAPABILITY 3



Medical education and scientific writing

Market characterization:

- Training needs (gap analyses)
- Literature review, KOL interviews

Full (ext./int.) training program development:

- Training objectives
- Training curriculum
- Training tools

Medical education activities:

- Advisory boards (offline/online/hybrid)
- Medical meetings (offline/online/hybrid)
- eCourses, eLearning platforms
- CME accreditation consulting

Today, meded is digital (or hybrid).



Clinical studies

SET UP

- Medical need identification
- Investigator recruitment & management
- Literature review
- Study design
- Medical writing
- Documentation for submission to ethics committee (synopsis, protocol, ICF, CRF...)
- Regulatory affairs consulting

COORDINATION & REPORTING

- Study monitoring and statistical analyses by our CRO (Europe) VivactisM2Research
- Study report
- Scientific publication

Get the most out of clinical data.

Our CAPABILITY 5

Direct to patient communication

Need identification, local specificities:

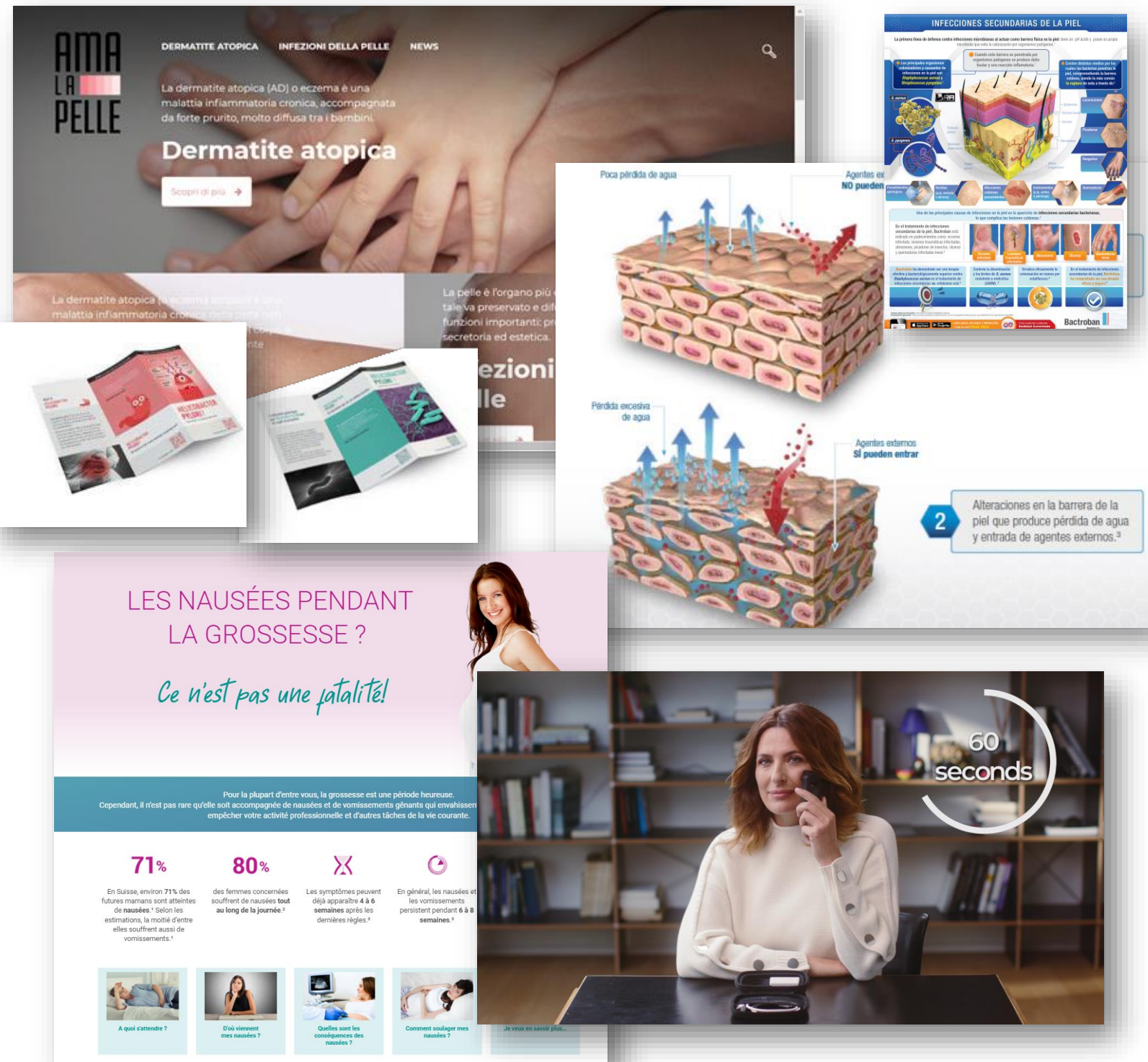
- Disease info needs
- Gap analyses
- Reviewing of local regulations

Omnichannel communication:

- Communication plan
- Communication channels
- Patient information material and digital tools (websites, apps...)
- Patient coaching
- Prevention campaigns, disease awareness campaigns
- Patient education videos

Patient comes first.

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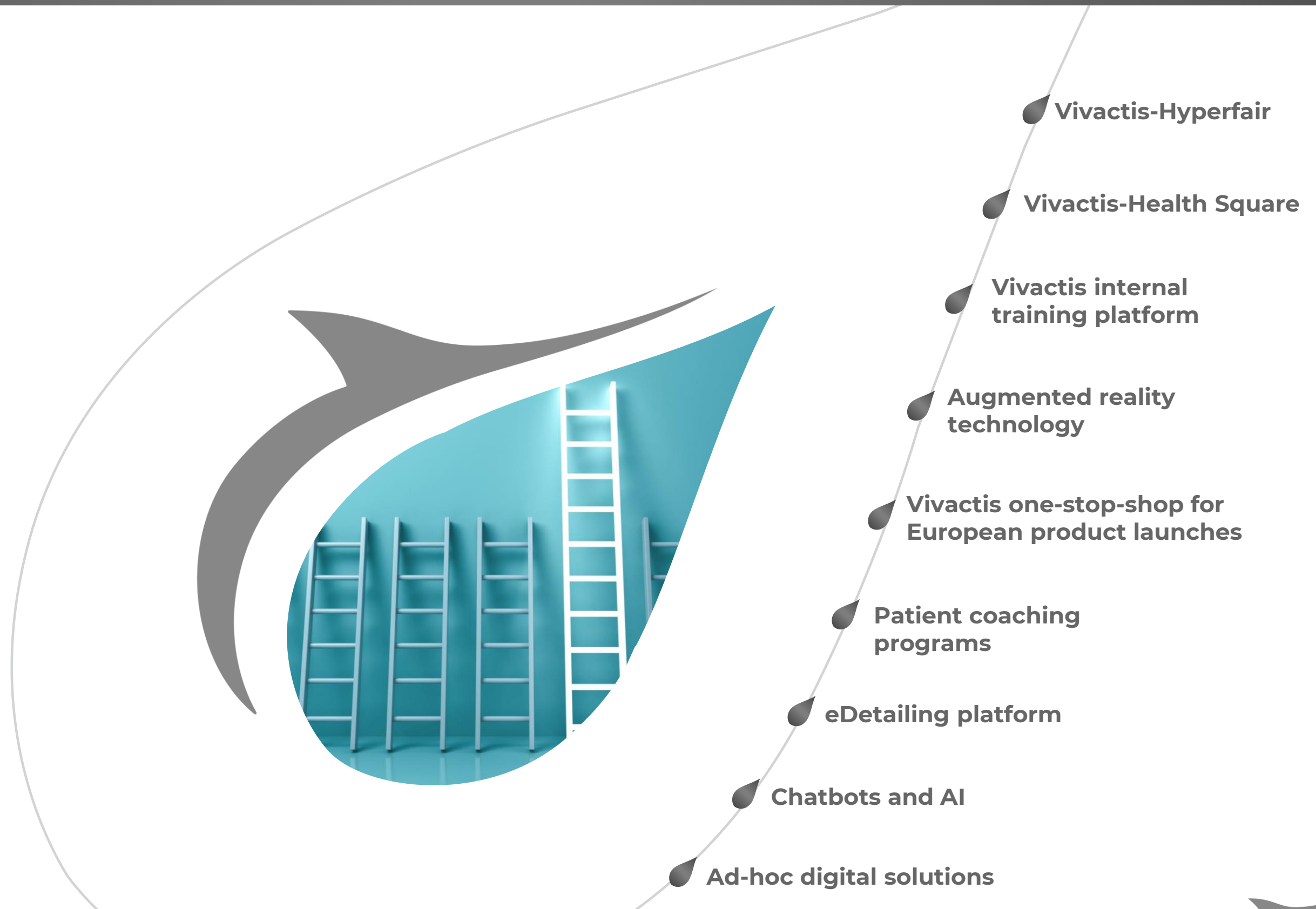
Our PRODUCTS AND ONE-STOP-SHOP SOLUTIONS

NEW

2022

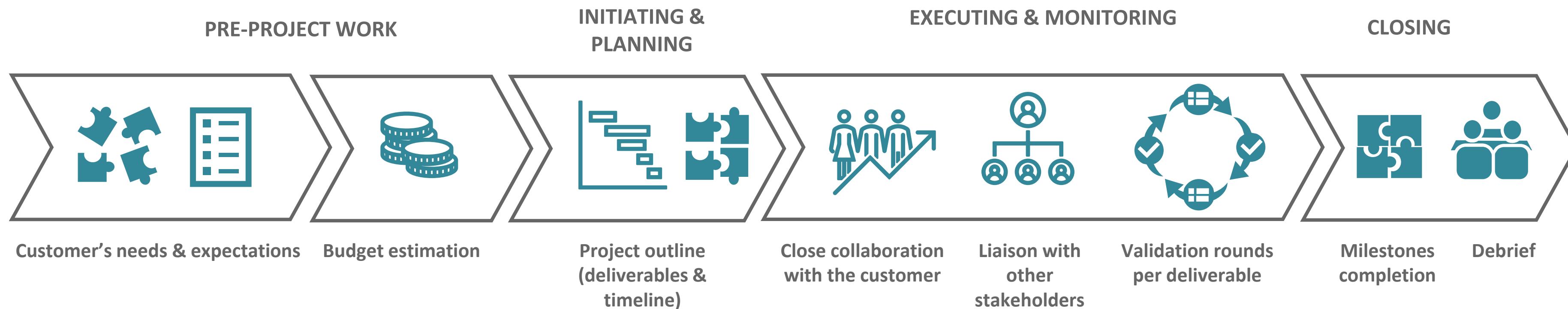
A PRAGMATIC PRODUCT-ORIENTED APPROACH

Vivactis Group is not only a highly specialised consulting group capable of providing services and advice tailored to customers' needs and specificities, it can now propose standard products and one-stop-shop services allowing customers to boost their businesses by integrating them in their portfolios.



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Our METHODOLOGY



They TRUST US!

...and we are proud to have collaborated or collaborate with them!

Life sciences:

- Abbott
- ABCDx
- Amgen
- AstraZeneca
- Audio-Vitality
- Baby&Kids
- Bayer
- Beemed
- Biomapas
- Biped
- BMS
- Boehringer-Ingelheim
- Daiichi-Sankyo
- Dicronis
- Domosafety
- ECTRIMS - Congrex
- Edwards Lifesciences
- Effik SA
- Excipient
- Gaitup
- Gedeon-Richter
- GeneBio
- Gene Predictis
- GSK Biologics
- Haemonetics
- HRA Pharma
- iQone
- Intuitive Surgical
- Link Implants
- Lunaphore
- Medtronic
- Merck & Co.
- Micrus Endovascular
- Milupa
- Mipro Biotech
- Mindmaze
- MRGN Advisors
- Nestlé Health Sciences
- Nestlé Nutrition Institute
- Nestlé Suisse
- Novartis Pharma
- NovoNordisk
- Pedamines-HealSye
- Pfizer
- PhysioHomeCare
- Resurg
- SamanTree
- Sandoz
- Sanofi CH & DE
- Santen
- Sensimed
- Servier
- Shire Pharma
- Sophia Genetics
- Stryker Europe
- Stryker Osteosynthesis
- Sylex
- SynDermix
- Vifor Pharma
- Zimmer Biomet

Healthcare:

- CHUV
- Hôpital Riviera-Chablais (HRC)
- Hirslanden Private Hospital Group
- La Lignière Private Clinic
- Lausanne University (UNIL)
- Swiss Institute of Bioinformatics (SIB)
- Swiss Medical Network (Private Clinics)
- Canton of Vaud Health Dpt (DGS)
- Canton of Vaud Economic Promotion (SPEi)
- Tamedia (press group)
- Biopole
- CARA association
- European Respiratory Society
- Swiss Society of Ophthalmology
- Swiss Society of ENT
- Proinfirmitis
- OTC Foundation

Let's get in touch!

Vivactis (Switzerland) SA

Biopole, Phenyl building
Rte de la Corniche 3a
1066 Epalinges/Lausanne,
Switzerland

+41 21 311 62 73

info@vivactis.ch

www.vivactis.ch
www.vivactis.com



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