

Patients Come First!



YOU ARE

A company, an academic research center, or an NGO active in the life science/healthcare sector, a hospital or private clinic, a patient association, or health authorities, etc. willing to:

- Inform patients and the public about a disease, a new treatment, a novel medical technology or services in life sciences/medical field
- Ensure treatment compliance
- Develop a corporate health program

WE SUPPORT YOU

From the development of the communication strategy to its implementation:

- Disease, therapeutic area or medical technology characterization
- Online/offline communication material for patients, surroundings & layman (communication plan, content edition & graphic design)
- Patient coaching/education & compliance programs
- Disease awareness, prevention campaigns, events for the layman
- Corporate health program, online health info platform
- Simplified medical writing, press folder

DISEASE
AWARENESS

PREVENTION
CAMPAIGN

PATIENT COACHING

PR

CORPORATE HEALTH

SIMPLIFIED MEDICAL
WRITING

EVENTS FOR NON-
PROFESSIONALS

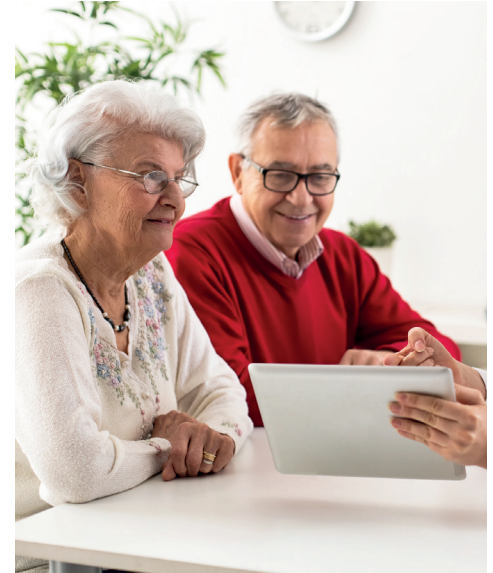
And more...

BUSINESS CASE 1

Context: Development of a DTP com strategy for a patient association.

Vivactis roles & deliverables:

- Full strategy for business development and marketing & com
- Implementation of the com tactics targeting the patients and surrounding (incl. survey coordination and analysis, creation of a new website, newsletter, press kit, presence on social networks...)
- Coordination of a prevention campaign:
 - organization of a virtual/online round-table for the community
 - creation and full coordination of a national prevention campaign
 - creation of the material and web platform
 - contacts with scientific association and medical doctors
 - contacts with sponsors from the industry
 - PR activities



BUSINESS CASE 2

Context: Development of a patient coaching program in surgery for a private clinic.



Vivactis roles & deliverables:

- Creation of the patient coaching program in collaboration with the medical team (coordination with the Management, surgeons, physiotherapists, IT...)
- Development of the dedicated web platform (content edition, customized functionalities, password management, technical support...)
- Training of the admission staff and medical teams
- Adaptation of the program to international patients

CONTACT US

Vivactis Switzerland is a **biomedical communication agency** specialized in healthcare and life sciences and member of **Vivactis Group**.

We are active in product launch & marketing strategies, medical and scientific marketing & communication, medical education, conception of clinical studies, direct-to-patient communication, and scientific support for investors.

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