

Transferring Science to Business



YOU ARE

An industry player, NGO or academic research center active in healthcare and life sciences, or a hospital, private clinic, home care institutions, health authorities willing to:

- Launch a new product/service on the market
- Relocate in Switzerland or access the EU market
- Re-position in a new market segment
- Promote your product to prescribers
- Raise funds

WE OFFER YOU

During the pre-launch phase:

- Market analysis & competitive mapping
- Branding reinforcement & (re)positioning
- Development of strategies for product launch, marketing (B2B & B2C) and fund raising
- Sales force effectiveness

Once the product is on the market:

- Support with the entire product promotion/cycle, from post-launch to product exit
- Marketing campaigns, action plans

MARKETING
STRATEGY

PRODUCT LAUNCH

MARKET ACCESS

FEASIBILITY
STUDIES

(RE)POSITIONING

MARKETING
ACTION PLANS
& TACTICS

BUSINESS
DEVELOPMENT

And more...

BUSINESS CASE 1

Context: a Swiss SME in cosmetics needs to develop a marketing strategy to launch a new product on the European market.

Vivactis roles & deliverables:

- Conduct market analyses to understand the specifics of the 5 main European markets, allowing the customer to expand their trade area
- Assist our customer in adapting their communication tactics to the new product
- Detailed communication plan to launch the product in the new countries
- Reinforce the scientific message by reviewing customer's data and making them "marketable"



BUSINESS CASE 2

Context: A local start-up in the field of Medtech wants to re-position its brand towards a novel diagnostic application.



Vivactis roles & deliverables:

- Conduct market research for potential competitors in the field
- Identify the audience to be targeted and its needs
- Recommendation for brand strategy, company's repositioning (new vision, mission, slogan...) and adaptation of the scientific message to the novel application
- Detailed marketing & com plan with tactics and channels to make the healthcare professionals aware of the company's new positioning
- Development of a scientific file to engage KOLs
- Contact with KOLs to run clinical studies
- Development of promotional material (promotional brochure, content for new section on the website, detailing schema and detailing aid for the sales force)

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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