

Building Communication Bridges



YOU ARE

A company (Pharma, Biotech, Medtech...), an academic research center or a lab active in the field of life sciences/ clinical research, a hospital or a private clinic, a scientific society, a foundation active in healthcare/prevention, a health league, an NGO, or health/economic authorities willing to:

- communicate about life sciences and health topics
- promote these two sectors towards professionals or non-professionals.

WE SUPPORT YOU

...with the development of innovative online & print material (content and graphic design) for powerful medical/scientific marketing & communication tactics:

- Content writing & proof reading
- Print material (promotional leaflets, white papers, annual reports, scientific folders...)
- Digital material (websites, e-newsletter, e-health platform, promotional videos, content for tablet, apps...)
- Scientific journalism (press folder, press releases, contact with journalists)
- Creative development & graphic design
- Scientific event/advisory board organization (program development, speaker brief & coordination...)
- Project management

**PROMOTIONAL
MATERIAL
(DIGITAL / PRINT)**

**SCIENTIFIC WRITING
& PROOF READING**

**WEBSITES &
E-HEALTH
PLATFORMS**

**SCIENTIFIC
JOURNALISM**

GRAPHIC DESIGN

**BIOMEDICAL EVENT
ORGANIZATION**

BUSINESS CASE 1

Context: An academic research center wants to reach out to the industry and hospitals and be more visible for health authorities

Vivactis roles:

- Re-position and rebrand the research center according to the new targets (industry & hospitals)
- Adapt the communication strategy and material accordingly

Vivactis deliverables:

- Report of the competition & target analysis
- Results of the re-branding workshop (new vision, mission, objectives, value proposition...)
- Communication plan (targets, tactics & key messages per target, timeline & budget estimation)
- Development of new communication material (new website, new promotional brochures...)
- Update of the content of the existing communication material (such as annual report, electronic newsletter, booth material, brand book, graphic style guide...)



BUSINESS CASE 2

Context: A customer from the healthcare industry is struggling with one of its products, which is under-prescribed for a certain indication. Vivactis is mandated to collect and summarize the scientific evidences about the product and fine-tune the message to be sent to the medical community

Vivactis roles: Modify prescription habits on the basis of scientific evidences

Vivactis deliverables:

- Literature review and reporting of scientific evidences
- Content editing on the basis of new scientific evidences
- Highly specialized communication campaign targeting Key Opinion Leaders
- Training of marketing and sales teams for the new message (detailing schema & detailing aid)

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.

Vivactis Switzerland
Biopole, route de la Corniche 3A
1066 Epalinges, Switzerland
+41 21 311 62 73
info@vivactis.ch