

OFFER FOR HEALTHCARE CENTERS

Let's communicate about healthcare!



YOU ARE

A public hospital, a healthcare center, or a private clinic willing to:

- Position your Institution/Service as key partner in the health ecosystem
- Raise awareness among referring physicians, partners, patients & surroundings
- Enhance patients' engagement & compliance to treatment
- Accelerate the digitization & innovation process of your Institution
- Improve your internal communication (incl. for change management)
- Offer advanced professional education to your medical staff
- Create links with the industry (e.g. about educational programs)

WE OFFER YOU

A broad portfolio of on-demand communication & consulting activities:

- Strategic positioning & brand messaging
- External & internal communication plan to reach out healthcare professionals and patients
- B2B & direct-to-patient communication material (print/online), public relations (PR)
- Development & implementation of patient coaching programs
- Content edition & web development for online patient coaching platforms
- Support to integrate new digital solutions in the clinic
- Innovative digital medical education tools (e-learning platform, digital congresses, e-digests)
- Consulting/coaching for change management
- Crisis management pack & consulting (ready-to-use checklists, strategy & coaching)

A dynamic team of biomedical communication experts with a deep knowledge of the healthcare sector and a large network among loco-regional healthcare professional stakeholders (health authorities, hospitals, think tanks, research centers, industry players, journalists...).

COMMUNICATION
STRATEGIES

BRANDING

PATIENT COACHING
PROGRAMS

PREVENTION
CAMPAIGNS

DIGITAL MEDICAL
EDUCATION

CHANGE & CRISIS
MANAGEMENT

PR

BUSINESS CASE 1

Context: A Service of a Swiss University Hospital wants to reinforce its positioning and enhance its visibility among patients and prescribers.

Vivactis roles & deliverables:

- Positioning workshop with the senior clinicians of the Service (competitive landscape, targets mapping & portrait, Service's attributes, fine tuning of the value proposition)
- Communication plan with situational analysis, targeting, key messages per target groups (prescribers, clinicians, patients, medical students...), communication strategy with detailed com tactics, time schedule and budget.

BUSINESS CASE 2

Context: A hospital needs support for the development, implementation and communication of a patient coaching program, to ensure optimal program launch, sufficient patient recruitment and long-term effectiveness.

Vivactis roles & deliverables:

- Creation of a program overview tool, as well as checklists and detailed timeline for the development and implementation of each program phase
- Edition of a patient coaching program implementation manual (for internal use)
- Participation in the content creation & development of an online patient coaching platform
- "Brand" messaging around the program, to be communicated to the patients and to the different healthcare professionals involved throughout the program (prescribers, external/internal HCPs)
- Communication plan with detailed tactics for every targets, timeline and budget.



CONTACT US

Vivactis Switzerland SA 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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