

WE CARE

VIVACTIS  **SWITZERLAND**
HEALTH COMMUNICATIONS GROUP

VIVACTIS SWITZERLAND

part of Vivactis Group

CORPORATE PRESENTATION

2018





WE CARE

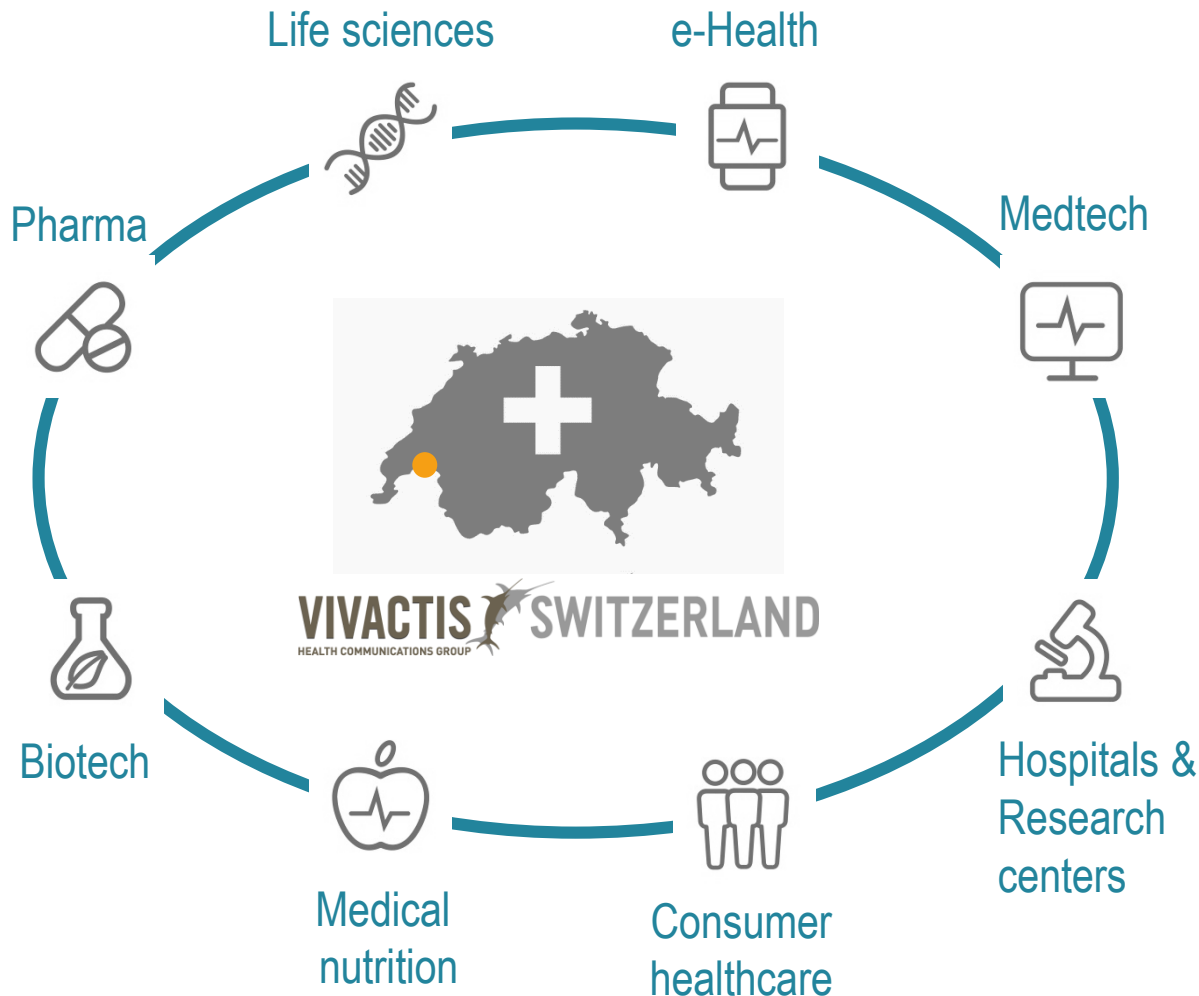
- **Vivactis Group: global independent network** for healthcare consulting, marketing & communications
- **100% healthcare-focused**
- **25 countries** across 4 continents (incl. major markets of the EU & US)
- **36 offices, 900+ experts**

CORE CAPABILITIES OF EMEA AGENCIES



 MARKET ACCESS & MARKETING STRATEGY	7	 HCP & DTP COM	7
 HEALTHCARE BRANDING	6	 CONSUMER HEALTH / OTC COM	6
 CREATIVE / GRAPHIC DESIGN	12	 DIGITAL & MARKETING CONTENT MANAGEMENT	14
 MEDICAL MARKETING / COM	15	 PUBLIC RELATIONS	7
 MEDED & MEDICAL WRITING	12	 SOCIAL MEDIA	8
 CLINICAL STUDIES	2	 VIDEO PRODUCTION	10

VIVACTIS SWITZERLAND – DOWNTOWN SWISS HEALTH VALLEY

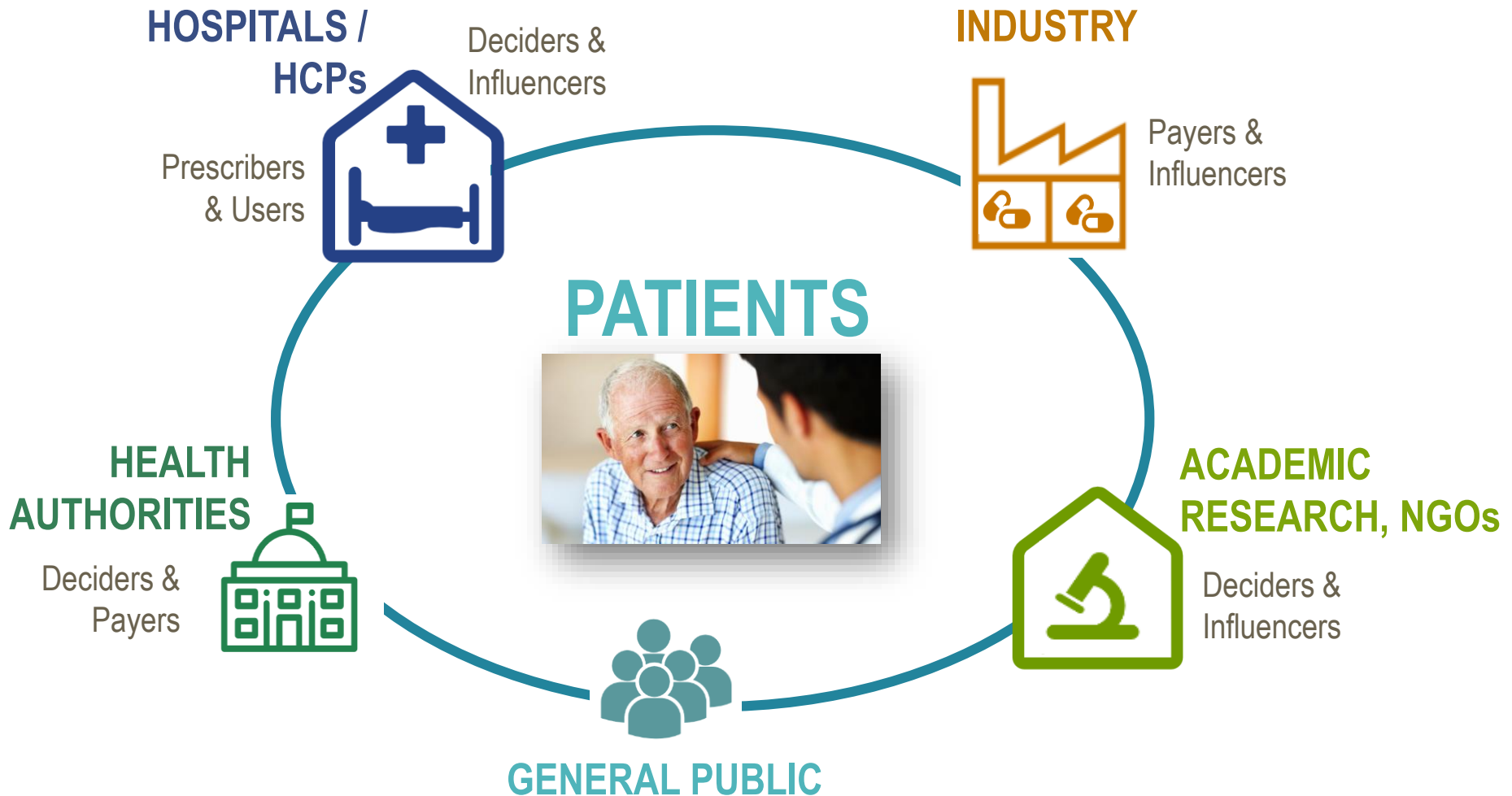


100% LIFE SCIENCES
& HEALTHCARE

LOCAL PRESENCE

GLOBAL EXPERTISE

MORE THAN CUSTOMERS: OUR PARTNERS



BIOMEDICAL MARK/COM EXPERTISE

WHEN SCIENCE...



Deep knowledge of the biomedical field



Expertise in marketing & com



Project management



Local & global network



...MEETS CREATIVITY



Graphic branding



Design of print com material



Design & maintenance of digital com material



Management of presence on social networks

WHAT WE OFFER

CORE CAPABILITIES



MARKET ACCESS
& MARKETING STRATEGIES



CLINICAL STUDY CONCEPTION



MEDICAL EDUCATION



BIOMEDICAL MARKETING & COM



DIRECT-TO-PATIENT COM

TAILORED OFFERS

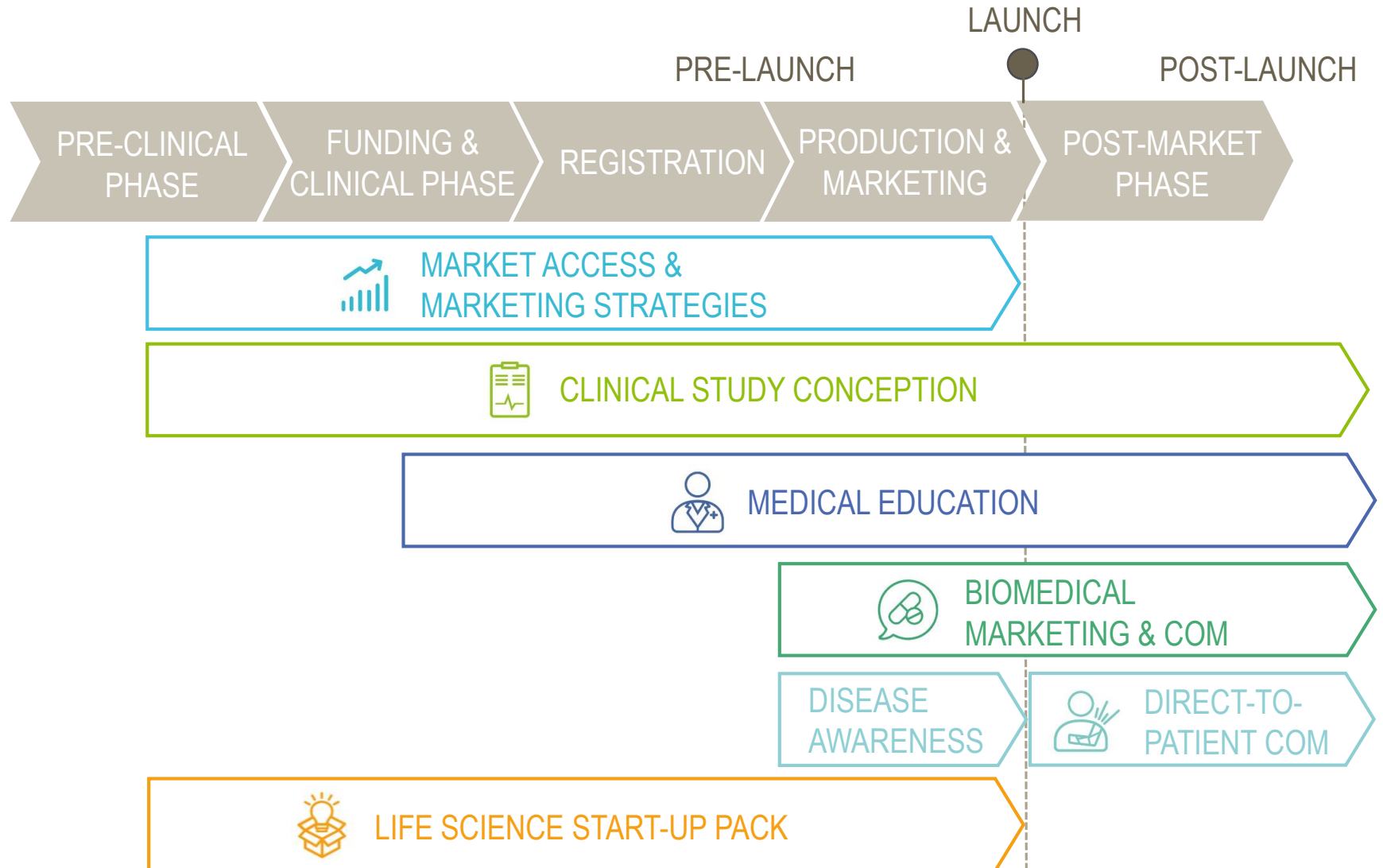


LIFE SCIENCE START-UP
PACKAGE



SCIENTIFIC SUPPORT FOR
INVESTORS

FROM RESEARCH TO MARKET





MARKET ACCESS & MARKETING STRATEGIES

MARKETING
STRATEGY

PRODUCT LAUNCH

MARKET ACCESS

FEASIBILITY STUDIES

(RE)POSITIONING

MARKETING PLANS
& TACTICS

BUSINESS
DEVELOPMENT

PRE-LAUNCH PHASE

- **Market characterization**, competitive mapping, field surveys
- **Branding** reinforcement & (re)positioning
- **Strategies** for product launch, marketing & fundraising
- **Sales force effectiveness** (workflow, support material)

POST-LAUNCH PHASE

- Support from **post-launch to product exit**
- Marketing campaigns, action plans





BIOMEDICAL MARKETING & COM

- **Content writing & graphic design** of innovative mark/com material
 - **Prints:** promotional leaflets, white papers, scientific folders...
 - **Digital:** websites, e-newsletters, e-health platforms, e-book, videos, apps...
- **Scientific journalism:** press kit, press releases, contact with journalists



- **Scientific events & advisory boards:** program preparation, speaker briefing & coordination...

PROMOTIONAL
MATERIAL
(DIGITAL / PRINT)

SCIENTIFIC WRITING
& PROOF READING

WEBSITES & E-
HEALTH PLATFORMS

SCIENTIFIC
JOURNALISM

GRAPHIC DESIGN

BIOMEDICAL EVENT
ORGANIZATION

Building communication bridges



MEDICAL EDUCATION

Improve healthcare through education

MEDICAL FIELD
CHARACTERIZATION

TRAINING NEEDS
ASSESSMENT

MEDED PROGRAM

TRAINING MATERIAL

ADVISORY BOARDS

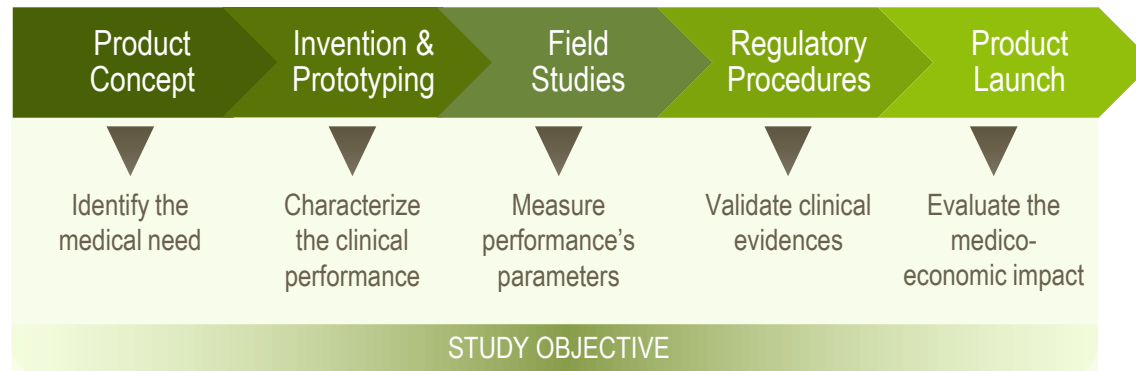
MEDED ACTIVITIES

- **Field characterization:** training needs, literature review, KOL interviews
- **Full training program development:** HCP users, trainers & sales force
- **Procedure documents:** SOPs content, workflow & forms
- **Online/offline educational material:** medical writing, proof-reading, upgrade & graphic design of educational material
- **Meded activities:** Advisory Boards, virtual congresses, conferences, courses, CME accreditation...





CLINICAL STUDY CONCEPTION



KOL & STUDY SITE IDENTIFICATION

STUDY DESIGN

PROCEDURES FOR STUDY AUTHORIZATION

DOCUMENTATION FOR ETHICS COMMITTEE



CONSULTING

- Medical need identification & feasibility surveys
- Literature review
- Study design



MEDICAL WRITING

- Documentation for submission to the Ethics Committee (study synopsis, ICF, CRF...)
- Final study report, scientific reports & publications

Turning innovation into patient benefit



CLINICAL STUDY CONCEPTION

CLINICAL STUDIES

HEALTH INNOVATION

EVALUATION FOR INTEGRATION IN THE CLINICAL PATHWAY:

- Clinical performance
- Reliability
- Usability
- Applicability
- Medico-economic impact

CLINICAL APPLICATION

Prevention → Diagnosis → Treatment → Follow-up

PATIENT'S CLINICAL PATHWAY



swissethics

Schweizerische Ethikkommissionen für die Forschung am Menschen
Commissions d'éthique suisses relative à la recherche sur l'être humain
Commissioni etiche svizzere per la ricerca sull'essere umano
Swiss Ethics Committees on research involving humans

Required documents/information for clinical trials

(table for non-clinical research starts on page 6)

R = This document/information is required. In BASEC this is labelled with an asterisk < * >

A = Mandatory if applicable (for example a contract between an investigational site and the sponsor is mandatory while the document is not requested in an investigator initiated trial with no external sponsor or any other external collaborator). In BASEC this is labelled with an asterisk in parentheses < (*) >.

Document number in BASEC	Study type: Risk category	Clinical trials										
		medicinal products and transplant products			medical devices		gene therapy or pathogenic/genetically modified organisms			Trans-plantation		Other clinical trials
		A	B	C	A	C	A	B	C	A	C	A & B
1	Covering letter	R	R	R	R	R	R	R	R	R	R	R
2	Synopsis of the study plan <i>A separate synopsis is not required. A synopsis is generally already included in the protocol.</i> <i>(Multicentre clinical trials in the language of the Lead EC or in English. Monocentric trials in the language of the EC.)</i> <i>Template (.docx) in DE, FR, IT, EN available at swissethics.ch</i>	A	A	A	A	A	A	A	A	A	A	A
3	Participant information sheet and informed consent (ICF) <i>Template for drafting information for participants (.docx) in DE, FR, IT available at swissethics.ch</i>	R	R	R	R	R	R	R	R	R	R	R
4	Study plan (protocol), signed and dated <i>Clinical Protocol Template for (.docx) in EN available at swissethics.ch</i>	R	R	R	R	R	R	R	R	R	R	R
5	CRF (Case Report Form) <i>Draft acceptable provided the final document is available within the next 30 days (monocentric) or 45 days (multicentric). Optional for non-clinical projects.</i>	R	R	R	R	R	R	R	R	R	R	R
6	Investigator's / Project Leader's CV, dated	R	R	R	R	R	R	R	R	R	R	R
7	Investigator's proof of GCP training	R	R	R	R	R	R	R	R	R	R	R
8	Details on infrastructure suitability and availability at the location where the trial is executed	A	A	A	A	A	A	A	A	A	A	A



DIRECT-TO-PATIENT COMMUNICATION

DISEASE
AWARENESS

PREVENTION
CAMPAIGNS

PATIENT COACHING

CORPORATE HEALTH

SIMPLIFIED MEDICAL
WRITING

EVENTS FOR NON-
PROFESSIONALS

PR

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



Patients come first!



LIFE SCIENCE START-UP PACK

UNDERSTAND YOUR MARKET

- Characterize your market & identify unmet needs
- Perform desk searches, literature research, field surveys
- Position effectively your product/business
- Address pricing & reimbursement challenges
- Identify & get in touch with KOLs, spokespeople & early adopters

CONVINCE CUSTOMERS & INVESTORS

- Well defined brand marketing strategy for product launch
- Persuasive presentation folder
- Powerful marketing & Meded material



MARKET ACCESS

MARKETING STRATEGY

POSITIONING & BRANDING

PRODUCT LAUNCH

INVESTOR PRESENTATION FOLDER

Be ready for successful funding & launch phases



SCIENTIFIC SUPPORT FOR INVESTORS

Providing biomedical "due diligence"

DESK SEARCHES

MEDICAL/SCIENTIFIC GAPA ANALYSIS & SURVEYS

LITERATURE REVIEW

ADVISORY BOARDS

CONSULTING IN MARKET LAUNCH & BUSINESS DEVELOPMENT

CONSULTING & ANALYSIS

- Desk searches (understand technology specificities & market/therapeutic needs)
- Medical/scientific gap analysis
- Comprehensive literature research
- Expert's advisory boards
- Leveraging personal networks in life biomedical industry & academia



SUPPORT TO LIFE SCIENCE BOARD MEMBERS

- Market launch
- Business development
- Life science start-up pack (funding & launch phases)

WHY US?





THEY TRUST US

HEALTH / ECONOMIC AUTHORITIES

- Bundesamt für Gesundheit
- Vaud Canton – DEV
- Vaud Canton - SPECo
- Vaud Canton - SSP

PUBLIC INSTITUTIONS, HEALTH-RELATED ASSOCIATIONS & NGOs

- Biopôle
- European Respiratory Society
- Hôpital Riviera-Chablais (HRC)
- Institut d'Economie et de Management de la Santé (IEMS)
- Lausanne University (UNIL)
- Lausanne University Hospital (CHUV)
- Ligue Pulmonaire Neuchâteloise (LPNE)
- NeuroTech Foundation
- OTC Foundation
- ProInfirmis
- ProRea Foundation
- Swiss Institute of Bioinformatics (SIB)
- Swiss Society of Ophthalmology
- Webducation
- Y-Parc
- Inartis

INDUSTRY

- ABCDx
- Abionic
- Aktiia
- Allergan
- Amgen
- Berdoz Optics
- Bioniche Pharma
- Bioinnovation solutions
- Debiopharm
- DermoSafe
- DomoSafety
- Edwards Lifesciences
- EQVAL
- GeneBio
- Gene Predictis
- Gibaud
- GSK Biologics
- HRA Pharma
- Intuitive Surgical
- Laserix
- Link Implants
- Medtronic Europe
- Micrus Endovascular
- Milupa
- Merck & Co.
- Mindmaze
- MRGN Advisors
- Nestlé Health Sciences
- Nestlé Nutrition Institute
- Nestlé Suisse
- Novartis Pharma
- SamanTree
- Sandoz
- Sanofi-Aventis
- SAV-IOL
- Sensimed
- Shire Pharma
- Sophia Genetics
- Stryker Europe
- Stryker Osteosynthesis
- Symbios
- Synthes
- Wright Medical Group

PRIVATE CLINICS

- Hirslanden
- La Lignère
- Swiss Medical Network

PRESS & MEDIA

- Tamedia

HEALTH INSURANCES

- CSS - Assurance
- Helsana

LET'S TALK



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part of Vivactis Group