

Stay Ahead of the Digital Health Revolution!



## YOU ARE

A company, an NGO or any player in the medical field willing to:

- Launch an e-health device or technology on the market and need expertise in the healthcare field
- Evaluate a connected device for integration in the care pathway or obtain CE marking
- Promote an e-health device to healthcare professionals
- Enhance awareness and understanding of digital health

## WE HELP YOU

**Anticipate digital health-related challenges:**

- Characterize your market & potential early adopters
- Identify new ethical, regulatory & data privacy challenges
- Integrate your e-health technology in current clinical practices
- Understand the needs & expectations related to e-health

**Successfully convince future customers & end-users:**

- Build credibility & trust with healthcare professionals and end-users
- Develop powerful marketing & communication material
- Integrate digital tools in medical education (e.g. virtual congresses)

HEALTHCARE &  
E-HEALTH  
EXPERTISE

B2B  
COMMUNICATION

E-HEALTH  
CLINICAL STUDIES

MARKET ACCESS  
& MARKETING

COMMUNICATION  
TO END-USERS

## BUSINESS CASE 1

**Context:** In order to prepare the transition to digital health, a health authority needs support to understand the challenges and needs of healthcare professionals and inform them about the integration in their medical practice of the mandatory e-health tools.

### **Vivactis roles & deliverables:**

- Field survey with healthcare professionals:
  - Interviews of pharmacists, general practitioners, retirement home & hospital staff...
  - Results analysis & report presented to customer
- Development of a strategic communication plan for healthcare professionals about the upcoming integration in their medical practice of the mandatory e-health tools (recommendations for change management, target analysis, key messages & communication tactics per target, detailed planning & budget)
- Website content edition to communicate about the e-health transition to healthcare professionals and to the local population.

## BUSINESS CASE 2

**Context:** An e-health company wants to run an observational study at the hospital to prove the reliability of a wireless-connected device monitoring patients affected by a chronic disease.

### **Vivactis roles & deliverables:**

- Study conception & synopsis (type of study, number of patients, study outcomes, PI identification...)
- Edition of the documentation for submission to the Ethics Committee (study protocol, informed consent form, case report form, patients and healthcare professional questionnaires)
- Development of medical education material to train physicians on the use of the device
- Organization of a campaign to recruit patients
- Final study report
- Scientific publication of the study results
- Edition of a white paper based on the study results

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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