

Healthcare



CONFIDENT CURIOSITY: LEADING HEALTHCARE, LEADING COMMUNICATIONS

There are many challenges facing healthcare, from aging populations, rapidly growing demand for health products and services, severe budget pressures and government reform to global health threats that defy conventional approaches. And each challenge requires the most imaginative of minds – people willing to ask big questions, take risks and tackle complex problems in new ways. That goes for the scientists working to unravel the secrets of biology straight through to the communications experts designing campaigns with the potential to deeply engage and shift entrenched human behaviors.

At FleishmanHillard, we are optimistic. We believe there is an answer to every question that can be posed

– we just have to be curious, persistent, collaborative and creative enough to find it.

So regardless of the task at hand – shaping a fertile environment, building brand loyalty, educating the public or defending a marketplace in the face of intense competition – it’s important to have a communications team with the curiosity, experience and confidence to push the boundaries of healthcare communications.

FleishmanHillard is built on the power of true:

- *True Engagement*
- *True Advocacy*
- *True Partnership*

HOW WE WORK

Our global network of more than 300 healthcare counselors provides seamless worldwide collaboration combined with localized outreach and engagement. This structure ensures we connect with the right audiences, at the right time, through the most powerful channels available to us.

Our healthcare specialists work alongside practice group experts, forming teams that deliver the diverse communications counsel today's healthcare organizations need. We combine deep healthcare industry knowledge with experts in brand marketing, reputation management, crisis communications, change management, public affairs, digital and social, research, media relations, and strategic integration.

OUR VERTICALS

Animal healthcare

Biotechnology

Health NGOs

Healthcare technology providers

Managed care and insurance providers

Medical equipment and device makers

*Medical facilities
and providers*

Pharmaceuticals

Wholesalers

Reputation Management

Our teams provide a wide spectrum of reputation management consulting services, from support for leadership changes and mergers and acquisitions to employee communications, issues preparedness and crisis response. Equipped with proprietary tools such as our Authenticity Gap methodology, we help organizations across the healthcare sector identify and take positive steps toward managing the gaps between their brand and reputation.

Product Launch and Marketing

Each market and therapeutic category provides its own challenges, opportunities and circle of stakeholders. From clinical trial recruitment to end-of-lifecycle strategies, FleishmanHillard provides insights into the introduction and marketing of new and mature products. With a deep understanding of the regulatory environments and market complexities in which they work, our counselors have helped create powerful campaigns to launch products at a global, regional and national level – shaping a positive environment for product uptake and generating ongoing demand.

Clinical Trial Recruitment

Patient recruitment campaigns for businesses in the pharmaceutical, biotechnology and medical device industries cover the trial startup – as well as rescue – mode. Working with contract research organization project managers, we approach recruitment by reaching out to target populations through credible third-party sources, either to help study sites raise awareness and educate and/or to generate referrals from outside study sites.

Public Affairs and Government Relations

FleishmanHillard provides an in-depth understanding of local, regional and global healthcare issues, advocacy, alliance development, stakeholder engagement and government affairs. We help healthcare companies, trade associations and nongovernmental organizations navigate regulation, mobilize opinion leaders, and influence legislation and health policy. Our healthcare-focused public affairs experts around the world have extensive experience counseling organizations on the wide range of product, corporate and marketplace issues.

Digital and Social Outreach

FleishmanHillard's digital and social experts worldwide help organizations apply new technologies, tools and channels to shape integrated communications programs that create a measurable impact. We work with clients to optimize the power of social media, including implementing policies for employees, launching branded promotional and unbranded educational campaigns, working with HR to enhance recruitment and retention, and coaching executives in the medium.

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CONTACT

For more information about FleishmanHillard's healthcare expertise, please visit fleishmanhillard.com/healthcare



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