



# INTRODUCING FISHAWACK HEALTH

Credentials & Capabilities

September  
2022

# WHO WE ARE



USA  
Chicago, Conshohocken,  
Evansville, Horsham,  
Minneapolis, New York, San  
Diego, Scottsdale, St. Louis

UK  
Abingdon, Brighton, Fleet,  
Knutsford, London,  
Manchester

Greece  
Marousi

Singapore



**1,500+**  
Team members

**150+**  
PhDs permanently on  
our team

**20+**  
Locations worldwide

**WE ARE AUTHENTIC | WE VALUE DIFFERENCE**  
**WE OWN THE CHALLENGE | WE PLAY FOR THE TEAM**  
**WE ENJOY THE JOURNEY**

# We imagine a healthier world and create the connections to make it happen

## WE IMAGINE NEW POSSIBILITIES FOR A HEALTHIER WORLD

The future of health is fast paced and complex, demanding a different approach. We engage **our collective force** alongside our partners to address this challenge.

Our knowledge and expertise across all our disciplines allow us to **create the connections that make better health happen.**

## WE ARE FISHAWACK HEALTH

Creating pre-clinical to post launch commercialization offerings to serve the modern life sciences era



**One of the largest independent specialist healthcare partners in the world**



**Collaborating with Pharma, Biotech and Wellbeing companies around the globe**



**Integrating capabilities to uniquely solve client challenges and make partnering easy and efficient**

# Fishawack Health Core Capabilities

## CONSULTING

Providing strategic direction to make decisions that matter

- Strategy
- Insight
- User experience
- Learning and development
- Expert partnerships

## POLICY, ACCESS, VALUE, AND EVIDENCE

Solutions focus on insight, strategy and communication

- Market access landscape assessments
- Pricing and market access strategy
- Payer value strategy and communications
- Payer & KOL engagement
- Payer policy and training
- Evidence Synthesis
- Modelling and analytics
- Real world evidence
- Patient centred outcomes

## DIGITAL AND ANALYTICS

Supporting and enabling delivery

- Analytics
- Optimisation
- Digital execution

## MEDICAL

Wielding scientific data to shape effective communication

- Publication strategy
- Scientific narratives
- Payer engagement and messaging
- HCP journeys and engagement
- The patient journey and voice in scientific communications

## MARKETING

Blending scientific knowledge with strategic creativity for impactful brand experiences

- Brand Strategy
- Engagement planning
- Launch Excellence
- Media
- Affectivity and Creativity



# Fishawack Medical

We are scientific navigators – plotting the course from data to impact

DATA

-  Disease area
-  Patients
-  Value / Access
-  HCPs / clinical
-  Communication
-  Technology
-  Assets / R&D

INSIGHT

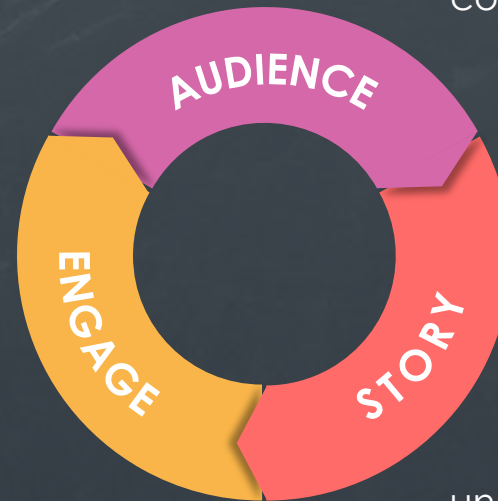
IDEATE

INSPIRE

IMPACT

Our insight-led approach supports the 3 pillars of communication

Content that **engages and informs** audiences using the best visualizations



Scientific communication **tailored** to audience needs

Scientific narratives underpinned by **the right data**

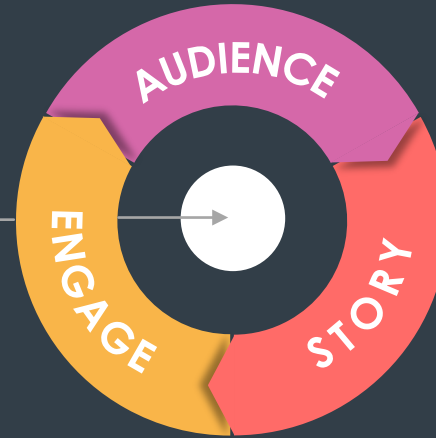
# ...and we plan solutions at the right time across asset development lifecycles



# How we build your future scientific communication plans



It starts with an understanding of our clients' Vision and Imperatives



## INSIGHT

## IDEATE

## INSPIRE

## IMPACT



Identify Key Insights



Define Audiences & Needs



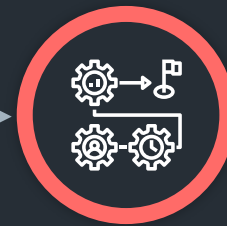
Align on Strategic Objectives & Communication Objectives



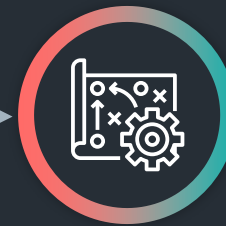
Define the Scientific Narrative and Platform



Assess Plan Evidence Gaps



Define the Content Mix



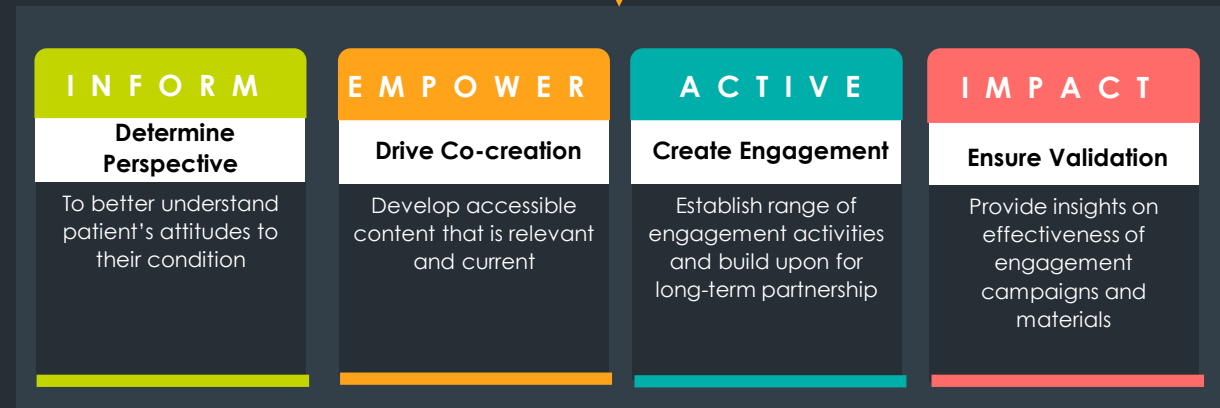
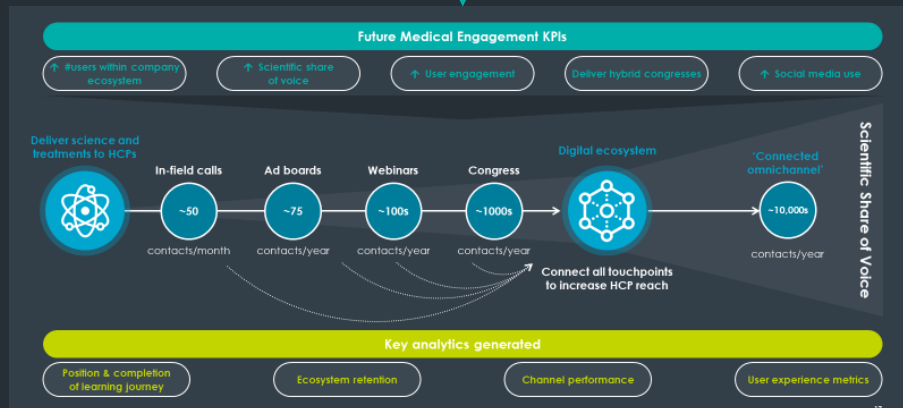
Deliver the SciComm Roadmap



Impact & Assessments

Our planning process uncovers the right insights needed to bring together audience, narrative and engagement

# Scientific communication services to navigate your landscape





# Why FISHAWACK MEDICAL?

We build lasting  
partnerships  
through...



A **PASSION** for health science  
and its communication



Science  
in our hearts  
& minds

Seek to **GUIDE** medical affairs  
teams down the RIGHT PATH



Scientific  
Navigators

Develop **INNOVATIVE** scientific  
solutions through **CO-CREATION**



Pushing the  
boundaries

Combine our strengths to build **CONNECTIONS**  
that bring teams together



Synergy &  
collaboration



**YOUR PARTNER IN  
FUTURE THINKING**

# Thank You!

---

For more information, please contact:

**Béa Benoit**

**Head, Medical Business Development**

[Bea.benoit@fishawack.com](mailto:Bea.benoit@fishawack.com)