

INTRODUCING FISHAWACK HEALTH

Credentials & Capabilities

WHO WE ARE





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



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

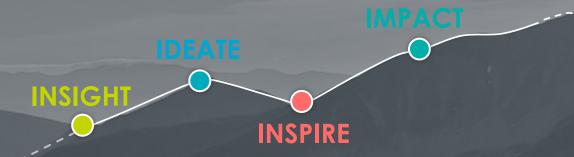
MARKETING

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



Our insight-led approach supports the 3 pillars of communication

Scientific



DATA

Disease area



Patients



Value / Access



HCPs / clinical



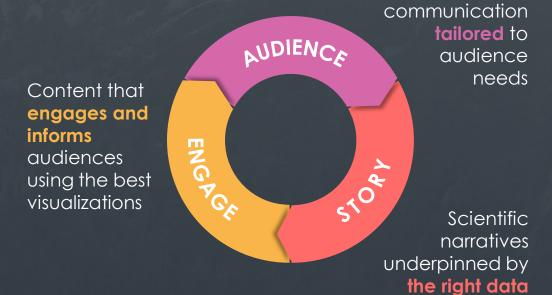
Communication



Technology



Assets / R&D



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





Impactful Congress Delivery

Payer and PAG engagement

(Internal launch readiness | Training | Local market support | Strategic plan updates)

How we build your future scientific communication plans





INSIGHT

IDEATE

INSPIRE <mark>IM</mark>F

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

Scientific communication services to navigate your landscape

Consultancy

- Scientific datamining, insight and validation
- Strategic workshops
- Meeting facilitation
- Scenario planning
- Landscape trends and intelligence
- Gap analyses
- Customer insight surveys
- KPI determination
- Medical affairs planning
- Patient journeys

Strategy

- Communication strategy
- Omnichannel strategy
- Scientific platforms & lexicons
- Portfolio narratives
- Clinical and RWE generation plan
- Publication strategy
- Creative concepts
- Expert engagement strategy
- Patient engagement strategy

Engagement

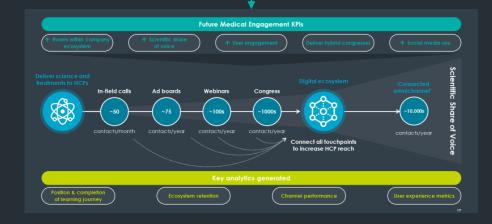
- Advisory boards
- Scientific workshops
- Virtual & live events
- Congress planning
- Satellite symposia
- Medical booths
- Standalone meetings
- Tailored KEE plans
- HCP engagement materials
- Disease awareness
- Medical portals
- Social media campaigns

Enhanced Outputs

- HCP personalized content experience
- Global & local market materials
- Publications
- Creative design and execution
- Digital visualization
- MOA/MOD animation
- Live action & video
- Augmented and virtual reality
- Channel analytics

In-house

- MSL training tools
- eLearning
- Veeva & CRM support
- Functional secondments
- Datavision management
- Publication training workshops
- Internal comms
- Launch readiness
- KPI dashboards



INFORM

Determine Perspective

To better understand patient's attitudes to their condition

EMPOWER

Drive Co-creation

Develop accessible content that is relevant and current

ACTIVE

Create Engagement

Establish range of engagement activities and build upon for long-term partnership

IMPACT

Ensure Validation

Provide insights on effectiveness of engagement campaigns and materials



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





Thank You!

For more information, please contact:

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