



Eight Dynamic Agencies.  
**One Vision.**



Introduction.

In this time of  
**accelerated change**  
and **medical**  
**developments...**

...we've had to find solutions for our  
**70+ pharma and biotech clients.**

We've brought transformational communications to transformational therapies.

We've helped our clients stand out in a sea of data overload and channel confusion and outperform their competition.

We have provided new solutions to enhance their customer engagement and make them pioneers in the relentless revolution for change.

The hunger for curiosity and necessity for innovation has never been greater for medical communications.

As new challenges grow, our pharma and biotech clients need a forward-thinking partner with the power for swift delivery.

We are proud that we were built for the challenge and have delivered the innovation required for our clients.

**We'd like to do the same for you.**



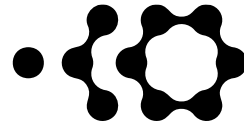
Hello.









# We are Healthcare Consultancy Group

We're made up of **eight dynamic agencies** with one shared vision:



To accelerate product understanding and acceptance, bringing clients' medicines closer to the patients who need them.



-  Chameleon
-  Health Science Communications
-  Lumen  
Value & Access
-  ProEd  
Regulatory
-  ProEd  
Communications
-  Synergy
-  TSG | The  
Scienomics  
Group
-  HCG  
Healthcare  
Consultancy  
Group  
engagement  
group

The power to transform.

We have the power to bring transformational communications to transformational therapies



1000+  
HCG Team  
Members

350+  
PhDs, MDs and  
PharmDs

300+  
Client Services,  
Project  
Management

140+  
Digital Strategists  
and Creatives

100+  
Innovation  
Catalysts

35+  
Regulatory, RWE,  
HEOR, Market  
Access Experts

Our global reach is strengthened by the power of the

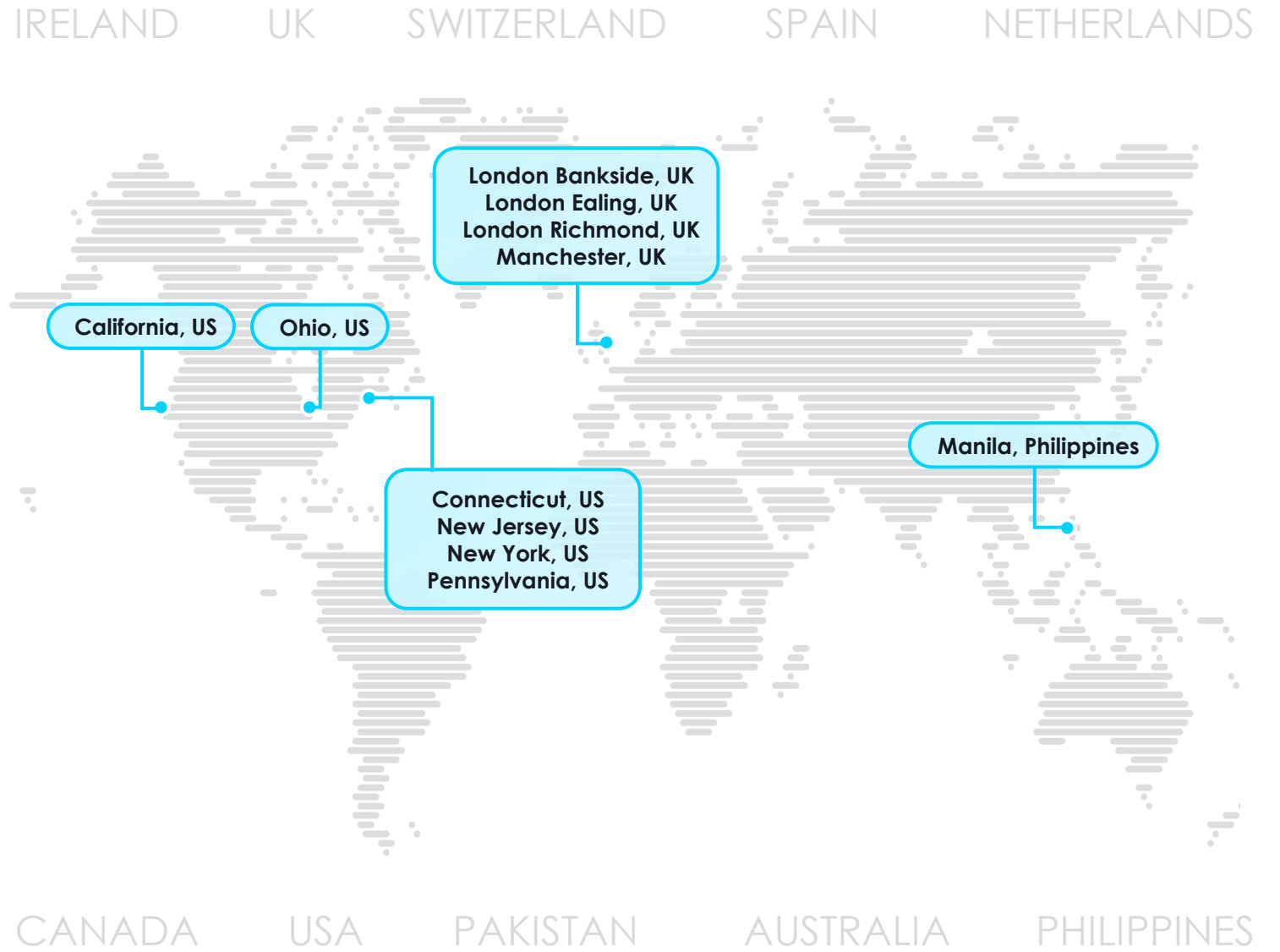
**Omnicom**Group

72,000+  
communications professionals

4,200+  
staff dedicated to health

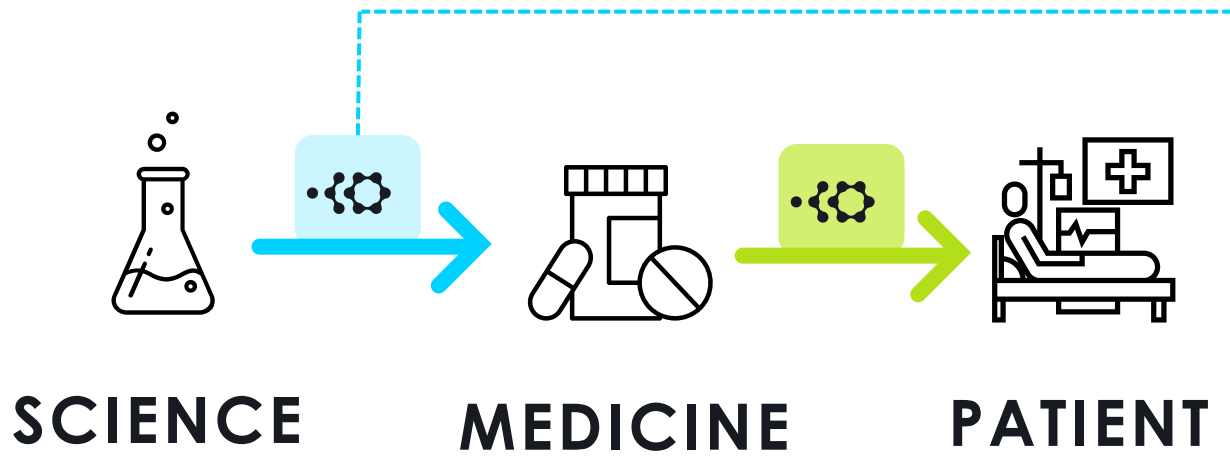
The power to transform.

We're a global team perfectly positioned for your global needs








Accelerating product understanding and acceptance.

# Bringing science and medicine closer to the patients who need them



## We translate complex science into compelling scientific stories...

-  **COMMERCIAL**
-  **MEDICAL AFFAIRS**
-  **PUBLICATIONS**
-  **VALUE & ACCESS**
-  **REGULATORY**

- Market & product analysis
- Scientific positioning, branding, lexicon development
- Scientific narrative/platform development
- Disease state education/awareness
- Events and meetings support
- Strategic communication planning
- Publication planning and data rollout
- Multichannel engagement strategy
- Customer journey mapping
- Regulatory strategy roadmap
- Value strategy
- Pricing and contracting strategies
- RWE/HEOR



Accelerating product understanding and acceptance.

# Bringing science and medicine closer to the patients who need them



## ...to deliver targeted communications that change the way healthcare professionals practice medicine

### PEER-TO-PEER EDUCATION AND COMMUNICATIONS

- KOL/DOL engagement
- Speaker bureau and training
- Publications
- MOD/MOA/expert videos
- Advisory boards
- Scientific visualization
- Congress support
- Websites and digital assets
- AR/VR
- MSL resources and training

### REGULATORY SERVICES

- FDA Advisory Committee meetings
- EMA oral explanations
- Regulatory meeting preparation
- War gaming and training

### VALUE & ACCESS SERVICES

- Value messaging
- Submission dossiers
- Payer value briefs
- Scientific publications
- Product monograph

SOCIAL MEDIA

DIGITAL OPINION LEADERS

OMNICHANNEL

VIRTUAL & HYBRID CONGRESSES

SOCIAL SELLING & ENGAGEMENT

MEDICAL CONTENT FACTORY



Curiosity that drives our thinking, ideas and solutions.

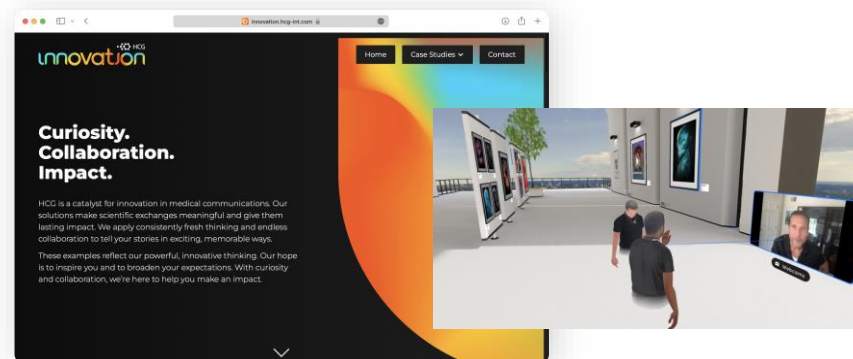
We empower our agencies and client teams with...  
**relentless curiosity**



We are always exploring new and better ways to craft evidence-based stories that define the role of new medicines.

Our pioneering Innovation Group, consisting of **100+ innovation catalysts**, drives change and instills a culture of innovation deep within our agencies.

Our relentless curiosity drives the changes needed to meet the demands of ever-changing audience needs.



**Click to access our Innovation Page**

<http://innovation.hcg-int.com>  
Username (case sensitive): **hcgteam**  
Password: **innovatetoday**



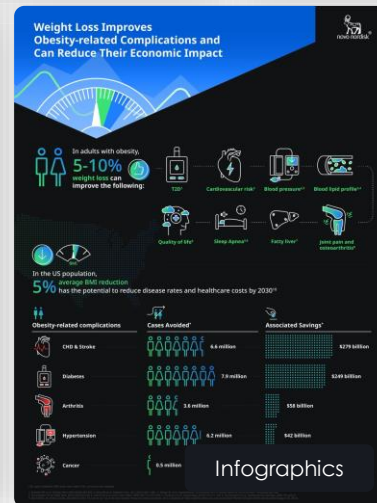
Our catalyst for innovation.

We empower our agencies and client teams with...  
**our leading creative & digital Engagement Group**



A central team of over **130+ digital, creative and data specialists** with the scale and skill to rapidly develop innovative offerings for our agencies.

The group creates visual stories and immersive experiences that bring data and science to life, so that HCPs can make informed treatment decisions.



Leading the Industry through Collective Intelligence.

We empower our agencies and client teams with...

**forward-thinking thought leadership**



**Collective Intelligence**

powered by HCG

## HCG Thought Leadership Webinar Series Topics:

Omnichannel & Precision Medical Education

Artificial Intelligence

Health Disparities & Inequities

Virtual Engagement

Medical Affairs & Social Media

Digital Opinion Leaders

Metaverse

The screenshot shows the HCG website homepage with a navigation bar and several featured articles. A prominent green call-to-action button is overlaid on the bottom right of the page.

**Health Care Professional Communications and Engagement**  
HCP engagement is being revolutionized, and our experts are leading the charge with forward-thinking and innovative new approaches.

**FRAMING THE FUTURE**  
13 minute video  
**Framing the Future: How to Prepare for the Next Generation of Medical Communications**  
COVID-19 significantly changed consumer behaviors and required pharma to rethink how we engage and educate HCPs. Our experts discuss how to prepare for the new future of medical communications, taking learnings from what we've witnessed and experienced over the last several years to propel our engagements forward.

**INJECTING INNOVATION INTO MEDICAL AFFAIRS**  
16 minute video  
**Injecting Innovation Into Medical Affairs: Big Ideas to Drive HCP Engagement**  
Our experts discuss the need to think personal and snackable when developing content, the evolution to "Content 3.0," and how to master the new landscape to engage HCPs and key opinion leaders (KOLs) on social media.

**NEW RULES: TRANSFORMING HCP ENGAGEMENT IN AN EVOLVING LANDSCAPE**  
35 minute video  
Members from the HCG Engagement Group, an industry powerhouse collection of 115+ digital, creative, and innovation experts, discuss a strategy for HCP engagement in an evolving landscape.

**THE SCIENCE BEHIND LEARNING: EVIDENCE-BASED PRINCIPLES TO IMPROVE HCP ENGAGEMENT**  
50 minute video  
The Science Behind Learning: Evidence-Based Principles to Improve HCP Engagement

**Click to access HCG's Thought Leadership Library**

The screenshot shows a video player interface for a webinar titled "Precision Medical Education: Getting it Right - Right Person, Right Content, Right Channel, Right Time". Below the video, there is a description of the content and a list of authors including Greg D'Almeida, David Engemann, and David Engemann.

The screenshot shows the "Collective Intelligence" section of the HCG website, featuring a large circular graphic with the HCG logo and the text "Collective Intelligence powered by HCG".

The screenshot shows a video player interface for a webinar titled "Precision Medical Education & Omnichannel". Below the video, there is a description of the content and a list of authors including Greg D'Almeida, David Engemann, and David Engemann.

Our impact.

Our achievements have been **transformational**

We've been the forward-thinking partner with:

**70+**

Pharma & biotech companies

**130+**

Transformational medicines

The **hundreds of therapies and medicines** we have partnered on have reached **billions** of patients worldwide.

First anti-angiogenesis cancer therapy

First and most widely used approved PD-1 inhibitor

First gene therapy to correct the disease cause

First CAR-T therapy

First treatment for the debilitating neuromuscular disease spinal muscular atrophy

First COVID-19 vaccine and highly effective COVID-19 oral therapy

First drug to target KRAS, a major driver mutation in multiple cancer types

First and most widely used SGLT2 inhibitor

First Factor Xa inhibitor with the broadest range of anti-coagulation indications

First and most widely used HPV vaccine for prevention of multiple cancer types caused by HPV

First JAK inhibitor for inflammatory disease

First drug to target BTK and game changer in many hematologic cancers (CLL, WM, MCL, MZL)

Our impact.

Our achievements have been **transformational**

We've helped bring **life changing, breakthrough medicines** – from late-stage gene therapy to global vaccines to personalized, tumor-directed immunotherapies – closer to the patients who need them.

**DISEASE STATES**



Allergy/Immunology  
Anesthesia  
Cardiovascular  
Critical Care  
Dermatology/  
Aesthetics  
Endocrinology/  
Metabolic Disease  
Gastroenterology

Hematology  
Hepatology  
Infectious Diseases  
Nephrology  
Neurology  
Oncology  
Ophthalmology  
Pain

Rare/Genetically Defined  
Diseases  
Respiratory/Pulmonology  
Rheumatology  
Urology  
Vaccines  
Women's Health

**TREATMENT MODALITIES**



Small Molecules  
Diagnostic Tools  
Medical Devices

Antibody Therapies  
Cell Therapies  
Digital Therapeutics

Gene Replacement  
Therapies  
Gene Editing Therapies

Award Winning.

We are proud to be recognized leaders for our **work, culture & impact**



**HIGHLY COMMENDED**

Med Affairs Agency of the Year

**WINNER**

Innovation in Scientific Communication



**SILVER AWARD WINNER**

Employer of the Year for Marketing, Advertising, and Public Relations



**SILVER AWARD WINNER**

**HCP Education:**

Elevating the Standard of Cardiovascular Care for Women

**FINALIST**

**HCP Education:**

RotaTeq Immersive Web 3D Experience



Thank you!



**Matt D'Auria**

CEO

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