

Introduction to HCG



Medical Communications,
Education or Affairs
Agency of the Year
2023

Medical Affairs
Agency of the Year
2023



Introduction.

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

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

Medical communications are in an era of constant transformation.

Fast emerging therapies. The rise of new audiences.

New technologies and channels impacting content and reach.

The rapidly changing role of medical affairs.

To manage transformation, we are built for transformation,
 delivering transformational medical communications.

We'd like to do the same for you.

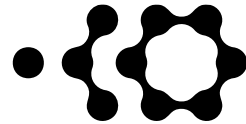
Hello.








We are Healthcare Consultancy Group

We're made up of **seven 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
-  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

150+
Digital Strategists
and Creatives

30+
Regulatory
staff

100+
Innovation
Catalysts

Our global reach is strengthened
by the power of the

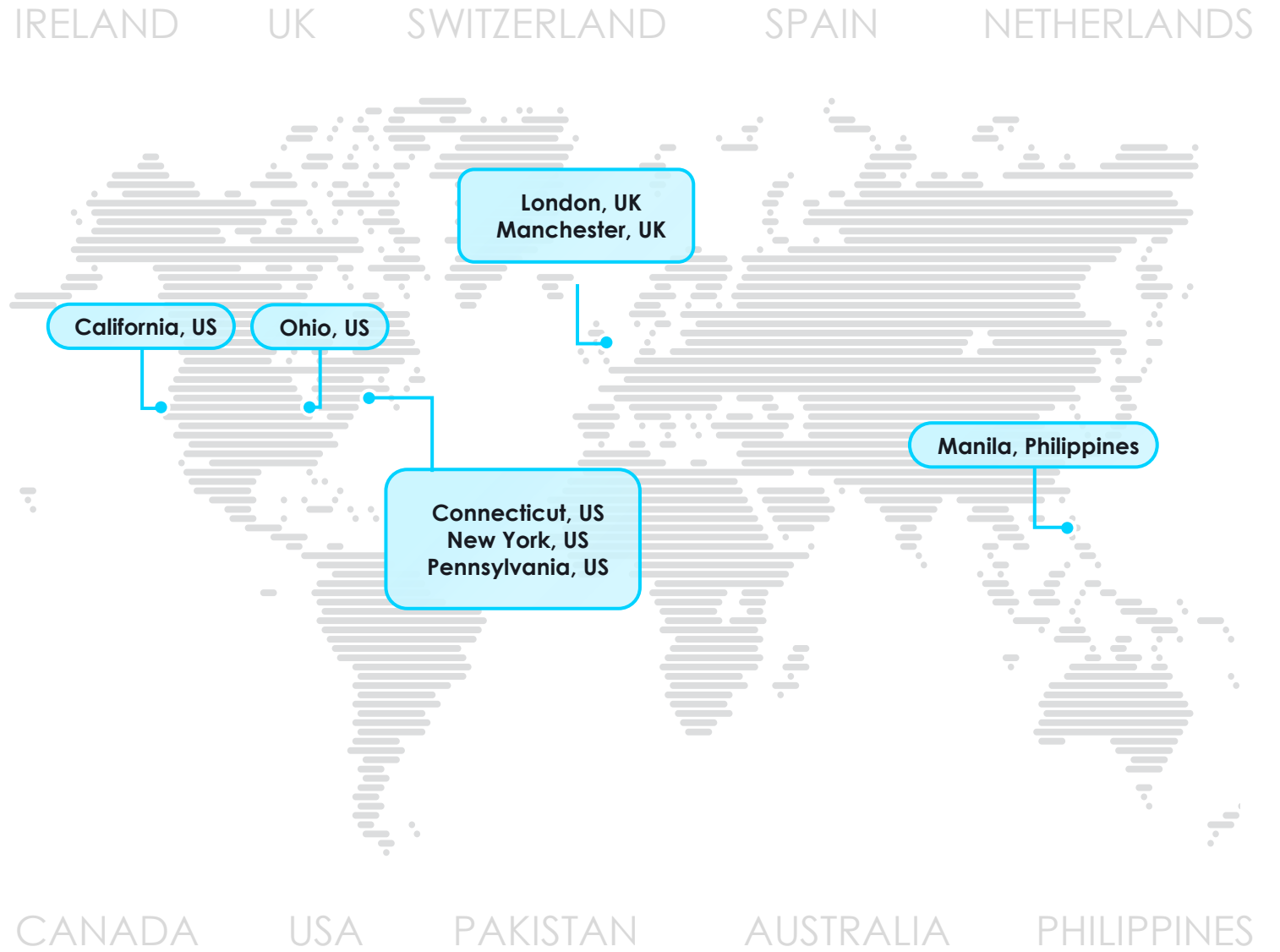
OmnicomGroup

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



The power to transform.

We **shape** complex science into creative scientific stories that resonate.

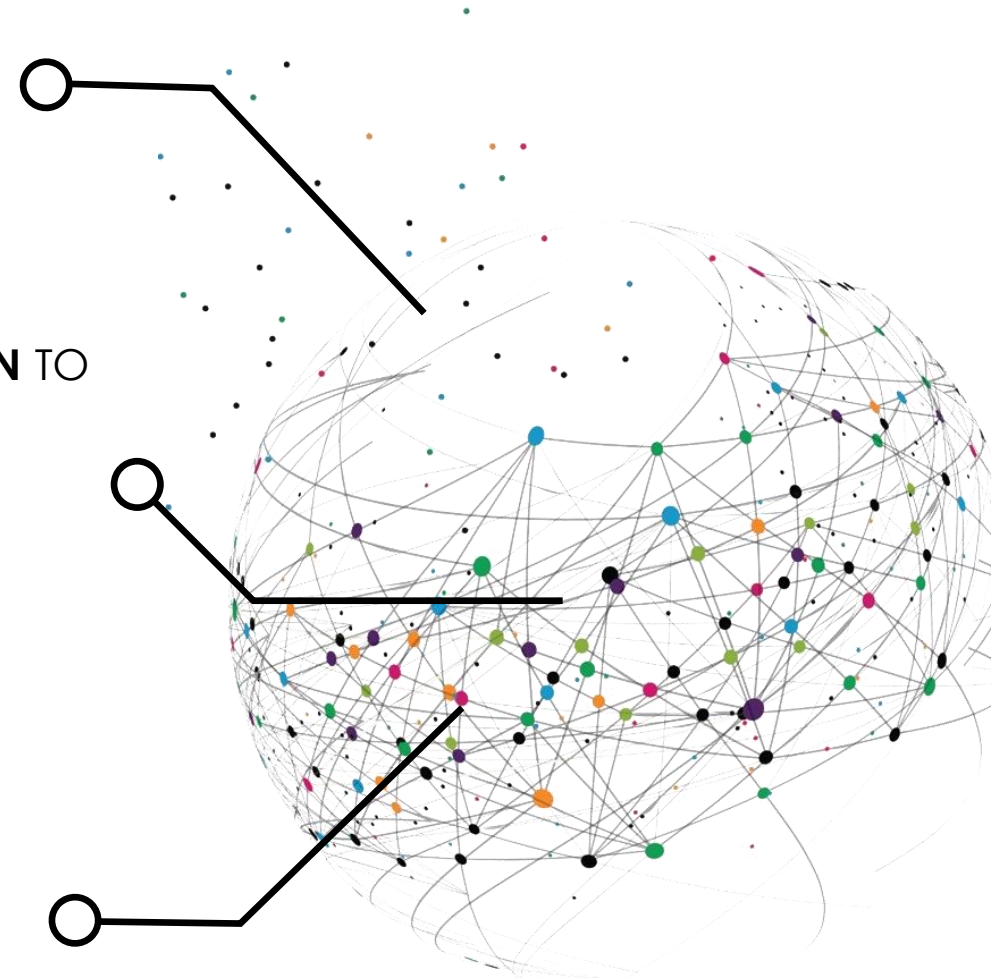
We **engage** HCPs with meaningful visualization and creative expression.

We **reach** the right audience with the right message at the right time in the channel they prefer.

Start with
**SCIENCE TO
SHAPE**
your scientific story

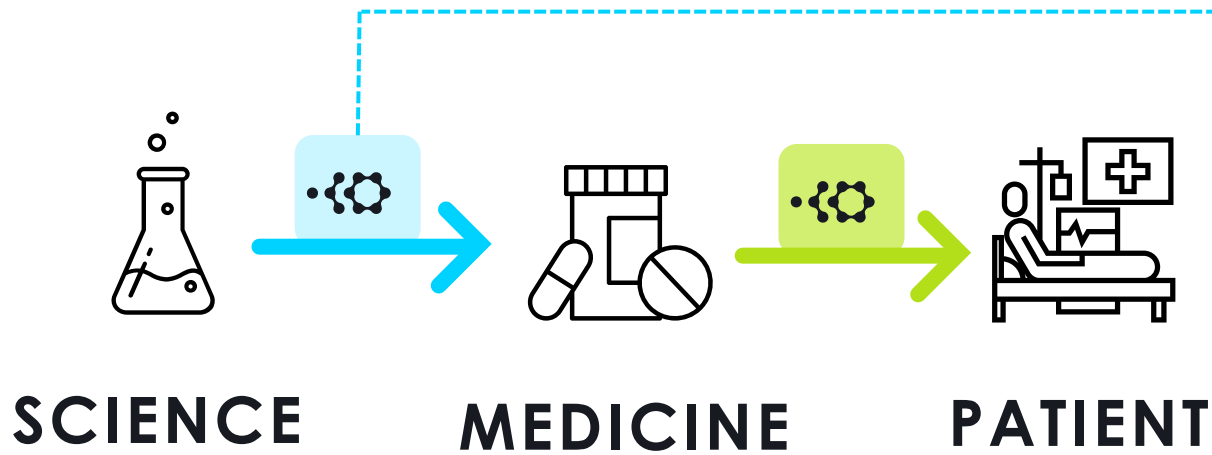
USE **MULTISENSORY
EXPERIENCE AND DESIGN TO
ENGAGE**
your key audiences

Employ effective
**DIGITAL STRATEGY TO
REACH**
HCPs where they are

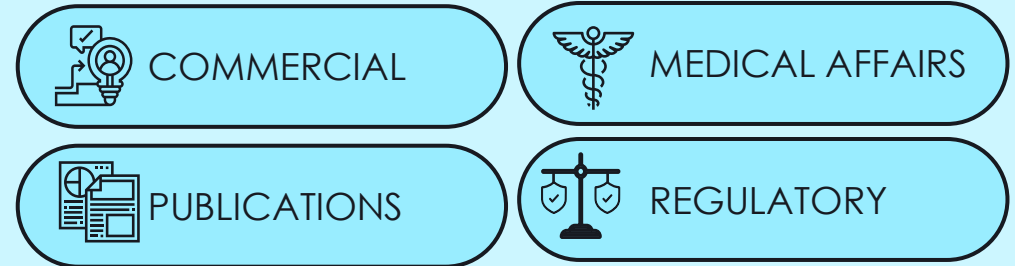


Accelerating product understanding and acceptance.

Bringing science and medicine closer to the patients who need them



We translate complex science into compelling scientific stories...



- 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



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

-  SOCIAL MEDIA
-  DIGITAL OPINION LEADERS
-  OMNICHANNEL
-  VIRTUAL & HYBRID CONGRESSES
-  SOCIAL SELLING & ENGAGEMENT
-  MEDICAL CONTENT FACTORY



Publications power.

We empower our agencies and client teams with our...

HCG Publications Center of Excellence



EXPERIENCE



25+

years in publications



35+

ongoing strategic publications plans



650+

Publications annually



300+

product launches supported

EXPERTISE



175+

dedicated scientific and editorial staff



350+

scientific communication team members



120+

digital strategists and creatives

Industry expert speakers, authors, and contributors



To learn more about what we do and how we do it, visit our HCG Publications Center of Excellence microsite: [CLICK HERE](#)

Username: **Publication**
 Password: **Innovation**

Transformational innovation.

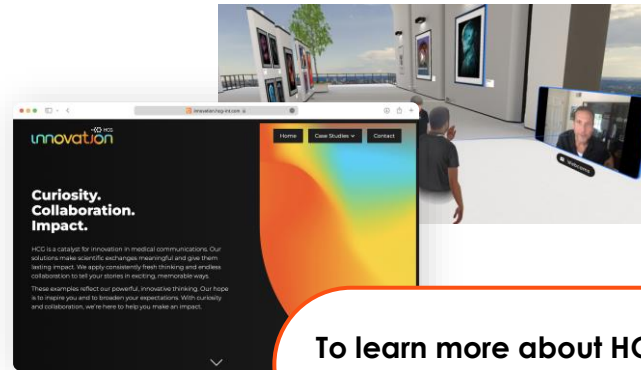
We empower our agencies and client teams with... **relentless curiosity**



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.



To learn more about HCG Innovation, visit our Innovation microsite:

[CLICK HERE](#)

Username: **hcgteam**
Password: **innovatetoday**

Digital & creative transformation.

Powered by our world-class digital and creative center of excellence

Digital Communication Strategy

- Multi/Omnichannel Planning
- Data Analytics
- Content Strategy
- P2P Communication
- Social Media Engagement

External Engagement

- Educational Websites and Community Portals
- Live and Virtual Meeting Solutions
- Interactive Digital Applications
- Field Force Solutions
- Experiential Installations













Internal Solutions

- Training and Learning
- Internal Platforms/Applications



Omnicom's proprietary platform integrates key healthcare data sets owned and licensed by OHG, allowing us to create unified customer experiences within a privacy-compliant ecosystem



<h1>150+</h1> <p>In-house Digital & Creative Staff</p>	<h2>65+</h2> <p>Strategic Digital Experts with deep experience partnering with major global clients</p>	 <p>Digital Strategists</p>	 <p>Project Managers</p>	 <p>Information Architects</p>
	<h2>85+</h2> <p>Creative Experts bringing scientific stories to life across all channels and formats</p>	 <p>Technical Leads</p>	 <p>Developers</p>	 <p>Social Media Specialists</p>
	<h2>100+</h2> <p>Digital Channels and Formats To conveniently reach each audience</p>	 <p>UI/UX/CX Specialists</p>	 <p>Biomedical Illustrators</p>	 <p>Animators & Video Designers</p>
	<h2>2,000+</h2> <p>Digital Projects Spanning multiple therapeutic areas</p>	 <p>Art Directors</p>	 <p>Presentation Specialists</p>	 <p>Innovation Designers</p>

Agency Certifications



Development



Cloud Hosting



CMS Expertise



Analytics & Reporting



Transformational thinking.

Artificial Intelligence in Medical Communications

Through the commitment of our **AI Task Force**, we have an opportunity to *inform* and *transform* every stage of medical communications development.

Our AI Task Force drives our thinking through:



Artificial Intelligence Task Force

Summarization and abstracting tools

Development of summaries and abstracts based on events, data compilations, and transcripts.

Social listening

Development of content repository documentation databases, output based on stakeholder needs and scientific content annotation packages.

Research based on scientific literature

Development of scientific literature like gap analyses, competitor claims analyses, systemic literature reviews, and abstract analyses.

Data/evidence monitoring

Development of HCP profiles and DOI based on social postings along with pharmacovigilance along with content resonance based on dissemination of information.

Target audience/scientific journal profiling

Development of profiling/optimizing target audience/content journal selection and HCP profiles for content optimization.

Repository assistance

Development of scientific communication and drug/disease evidence platform monitoring as well as [clinical/EHR/claims] data predictive analysis platforms.

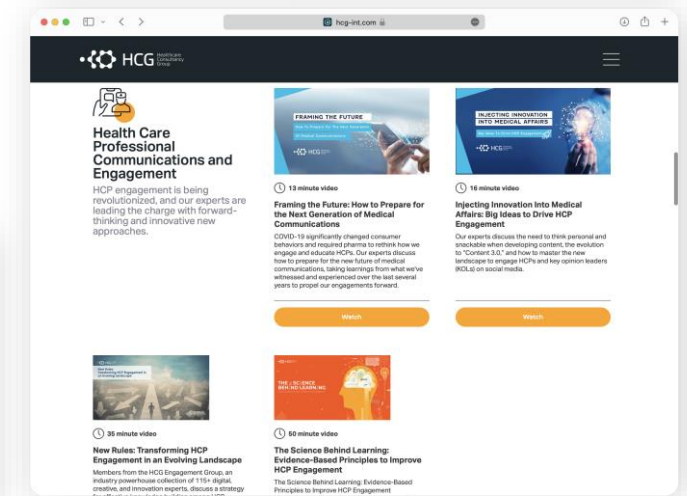
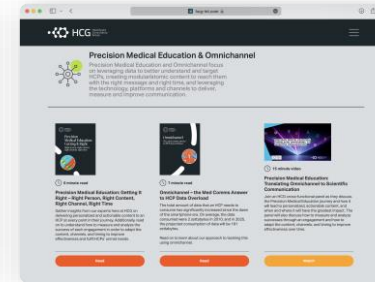
Transformational thinking.

We empower our agencies and client teams with... **transformational 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



Visit the
HCG Collective Intelligence Hub:

CLICK HERE



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 first oral therapy approved for COVID-19

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



Agency of the Year

Innovation

Transformation

Creativity

Digital Innovation

HCG Engagement

Agility & Flexibility

Culture & Purpose

Collaboration. Innovation. Transformation.



**MEDICAL AFFAIRS
AGENCY OF THE YEAR**

**MEDICAL COMMUNICATIONS,
EDUCATION OR AFFAIRS
AGENCY OF THE YEAR**



JUDGES COMMENTS

The judges could definitely feel the group culture coming through - a slick organisation. The HCG team were focused on the client and judges would certainly have confidence in them if they were a client.

They brought real grass roots people from the organisation and were genuinely honest. Looked and felt modern. **They were outstanding!**

HCG wowed the judges, who praised its emphasis on innovation and its modern approach to medical communications, especially in its inclusion of AI.



Award winning.

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

Agency of the Year

Innovation

Transformation
















Creativity

Digital Innovation

HCG Engagement

Agility & Flexibility

Culture & Purpose

 COMMUNIQUÉ Awards Winner Medical Affairs Agency of the Year 2023		2023	 WINNER Medical Communications, Education, or Affairs Agency of the Year	
 CERTIFIED Great Place to Work	 BRONZE WINNER Agency Internal Communication and Self-Promotion		 MM+M Top 100 Ranked #22	
 FINALIST HCP Education	 FINALIST Excellence in Innovation		 FINALIST x 2 Digital Innovation Creativity; Digital Innovation Best Use of Technology	
 WINNER Innovation in Scientific Communication		2022	 BRONZE WINNER Employer of the Year	
			 FINALIST HCP Education	
 WINNER Innovation in Scientific Communication		2021	 SILVER WINNER Employer of the Year	
	 FINALIST Medical Affairs Agency of the Year		 FINALIST HCP Education	



HCG

Healthcare
Consultancy
Group



Thank you!

