

AMICULUM<sup>®</sup>

Activating **SCIENCE**

Transforming **HEALTH**



## *ACTIVATING SCIENCE*

Science underpins everything we do at AMICULUM. We use our diverse experience to create compelling insights-based narratives and experiences that bring our clients' data and brands to life for audiences from HCPs through to payers and patients

## *TRANSFORMING HEALTH*

Working in collaboration with our clients and the global medical community, our mission is to bring medical innovations to patients to enable the transformation of health

# Our partnerships span the product lifecycle

We work with cross-functional teams in the global healthcare sector to bring science to life

A few of the areas where we partner with clients to drive decision-making and delivery:

## R&D/CLINICAL

- Opportunity assessment
- Clinical development strategy
- Trial materials
- Early communication strategy

## MEDICAL

- Insights gathering and management
- Educational events and materials
- External engagement
- Publications

## MARKET ACCESS

- Payer and reimbursement landscaping
- HTA planning and development
- Value strategy
- Value communications

## COMMERCIAL

- Market analysis
- Brand strategy
- Product narratives and messaging
- Launch support

## LEARNING

- Learning needs assessment
- On demand and face-to-face training
- Client and HCP learning experiences

We build teams that comprise everyone that you need, working together as a seamless unit, and can grow and adapt as your product progresses through development

## Our integrated teams provide end-to-end support

We provide clients with multidisciplinary teams, working together to cover all specialities needed to deliver comprehensive programmes of work tailored to your priorities across the lifecycle of your product

STRATEGIC CONSULTANTS

ACCESS EXPERTS

CLIENT SERVICE PARTNERS

MEDICAL WRITERS

CREATIVE DESIGNERS

DIGITAL STRATEGISTS

EVENT MANAGERS

GENETICISTS

LEARNING SPECIALISTS

PUBLICATIONS PROFESSIONALS

TECHNOLOGISTS

HEALTH ECONOMISTS

# We work across the global healthcare community

## CLIENTS

- Global pharmaceutical companies
- Speciality pharmaceutical companies
- Healthcare technology companies
- Medical associations
- Patient organizations

## MEDICAL COMMUNITY

- Healthcare professionals
- Patients and advocacy groups
- Payers
- Regulators

# We create strong connections with the medical community

We have extensive and enduring relationships with the medical community built on our ability to understand and articulate complex science and provide seamless support



## KEY OPINION LEADERS AND MEDICAL EXPERTS

Building long-standing partnerships in many therapy areas



## CLINICAL INVESTIGATORS

Partnering from initial trial materials to publication of results



## MULTIDISCIPLINARY HEALTHCARE PROFESSIONALS

Gaining insights and supporting learning



## FUTURE MEDICAL LEADERS

Fostering connections through opportunities for professional development



## PATIENTS AND CARERS

Linking with communities to understand and respond to their needs



# Our approach is powered by insights

## TRANSLATING INSIGHTS

Actively listening and acting on changing audience needs

We translate insights into strategic priorities then design approaches to address audience needs

## TAILORED NARRATIVES

Understanding audiences and their communication preferences

We tailor narratives to bring science to life in ways that engage different stakeholders and personas

## TECHNOLOGY-ENABLED

Using technology to optimize plans

We harness technologies to accelerate processes and generate data to inform approaches

## TARGETED ACTION

Creating personalized experiences

Then we bring it all together to shape activities and create individualized experiences

**Our insights and expertise span a diverse range of diseases**

AMICULUM teams have expertise in many disease areas, both large and small

We thrive on learning and are constantly growing our knowledge in new areas and with emerging therapies



# We have specialisms in rare disease and cell therapies

>60 rare diseases...  
including

12 in cell and gene therapies  
and with

>135 combined years of expertise  
in these areas

Our experienced team of specialists including ...

- Rare disease consultants
- Gene therapy experts
- Clinical geneticists
- Experienced healthcare and patient advocacy professionals

... help to address challenges in these specialist areas:

- Unclear and varying referral/care pathways
- Multiple stakeholders, different agendas
- Small but diverse patient populations
- Working with novel treatments
- Lack of disease awareness
- Reimbursement hurdles
- Lack of deep expertise
- Complex trial designs

# Our people make the difference

We have a team of over 300 people worldwide and they are at the heart of our partnerships

They bring diverse capabilities and a united motivation to drive change

With strategic thinking and operational excellence, they challenge expectations and deliver for our clients



# Our values align with our clients' priorities

## integrity

Balancing patient and HCP needs with compliance requirements to meet client objectives

## enterprise

Embracing challenge and fresh perspectives to drive change

## collaboration

Partnering with and supporting all stakeholders to achieve optimum outcomes

## fairness

Championing inclusivity and opportunities for all

## individuals

Enabling everyone to realize their potential

# How can we help to activate your science and transform the health of your patients?

COULD WE...



Enable you to set your strategic direction and create a strong brand positioning?



Collaborate with key experts to publish your scientific and clinical evidence?



Translate complex science into accessible information for patients?



Create impactful events and learning experiences to engage audiences?



Articulate the value of your product for patients and healthcare systems?



Bring everything together in a data-driven omnichannel engagement plan?

WHAT ELSE...?



AMICULUM

[www.amiculum.biz](http://www.amiculum.biz)