



We Live at the Intersection of Digital & Social

A DIGITAL HEALTHCARE AGENCY SPECIALIZING IN SOCIAL MEDIA, CREATIVE, MODERATION, AND TECHNOLOGY SOLUTIONS THAT DRIVE ENGAGEMENT, CHANGE BEHAVIOR, AND BUILD BRANDS.



300+

Healthcare social media properties under management



70

Country language combinations



35+

Pharma & healthcare brand programs



20+

Therapeutic areas of expertise



70M+

AE management & moderation hours per year



2.9MM

+
Total moderation hours

26 YEARS | ESTABLISHED 1996

OUR DIFFERENCE

Social DNA: Pioneers in social media with more than 25 years of experience of driving meaningful engagement that changes behavior

Client Roster: We work with leading healthcare companies including 6 of the top 12 pharma companies

Integrated Technology: Bots, apps, quizzes, surveys and a social media platform for deeper HCP and patient engagement

Creative Excellence: Bold, award-winning creative that breaks through the noise

Strategic Expertise: Healthcare, Hospital, Pharmaceutical, Biotech, Patient, HCP

Moderation Expertise: More than 100 trained agents who are experts in monitoring adverse events catching what algorithms can miss

OUR BELIEFS

The power of engagement:

Engagement among and with people on an individual and group basis influences behavior and boosts market performance

Emotional resonance: People respond better to interactions that are empathetic and understand the emotional drivers

Scale via innovative software and process: Human interaction is scalable with the creative use of software and processes

Fresh perspectives: We push beyond the status quo

THERAPEUTIC AREAS OF EXPERTISE

- Aesthetics
- Animal Health
- Cardiac
- Cardiovascular
- Dermatology
- Endocrinology
- Eye Care
- Gastrointestinal
- Immunology
- Infection and Vaccines
- Metabolic
- Neurology
- Oncology
- Orthopedics
- Osteoarthritis
- Pediatrics
- Rare Diseases
- Renal
- Respiratory
- Rheumatology
- Women's Health

TRUSTED BY



AWARD WINNING



OUR LEADERSHIP



Peter Friedman
Co-Founder & Chief
Executive Officer



David Houston
Chief Financial
Officer



Umar Siddiqui
MD, Chief Medical
Officer



Dawn Lacallade
VP, Chief Strategist



Jena Dengrove
VP, Creative Director



Martin Bishop
VP, Client Services



Anu Shah
VP, Software



Danny Flamborg
VP, Strategy



Rishi Kadiwar
VP, Strategy