

Klick Health

Company Profile

Klick Health is the world's largest independent digital health agency, laser-focused on creating solutions that engage and educate healthcare providers, patients, and caregivers about lifesaving treatments. Klick helps inform and empower patients to manage their health and play a central role in their own care. Every solution hinges on Klick's in-house expertise across the digital universe—strategy, creative, analytics, instructional design, user experience, relationship marketing, social and mobile. Established in 1997, Klick has teams in Chicago, New Jersey, New York, Philadelphia, San Francisco and Toronto. For more information on Klick, go to www.klick.com. Follow Klick on Twitter @KlickHealth.

Services

We are a full-service digital marketing agency, providing everything from mobile strategy, design and development to custom Intranets, KOL portals, SFE and NPP solutions, eCRM and relationship marketing, media planning, eLearning, strategy, and more. Some of our core offerings include:

- **Digital Strategy and Insight:** Klick's Digital Strategy & Insights team acts as a barometer throughout the lifecycle of an engagement. A consistent advisory role with scheduled checkpoints enables adjustments and course corrections to be made quickly, ensuring the final execution is always on strategy.

What will be the most important digital health trend in 2015?

On the patient side, the continuing rapid move toward mobile usage is still a significant driver. With the arrival of wearables of substance, like AppleWatch, and a growing chronic patient demand for health apps and channels that can drive data-driven, patient-physician interaction, we expect this trend only to accelerate over the course of the year. On the business side, it's all about ROI. The industry is finally at the point where pharma can leverage data and proven know-how to close the loop and see the impact of digital marketing.

- **Analytics and Optimization:** Addressing analysis and optimization are not an afterthought because we know what happens when they are not considered at the onset of an engagement. It's about providing only the most relevant metrics to help determine your true return on investment.



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