

# The CementBloc

## Company Profile

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The CementBloc is the most awarded healthwellness communications company in the US, employing more than 175 employees in our New York offices. We offer full-service multichannel capabilities across HCP, patient and payer audiences and are a founding partner of Indigenus, a global network of independent healthcare agencies.

We develop creative solutions for our clients that advise, persuade and transform the healthcare marketplace. Our communications and engagement platforms are built to drive belief—belief in customer value and product differentiation and, ultimately, belief in your brand.

## Services & Offerings

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- **Campaign development:** We excel at creating campaigns that drive creative and business excellence. Our insight- and opportunity-driven creative process is focused on shaping customer beliefs to drive desired behavior and outcomes.
- **Product launches:** We have executed multiple flawless product launches for a wide range of clients including co-promotes, large and small pharma, biotech and diagnostics.
- **High-science marketing:** We activate deep clinical insights to establish new standards of care, integrating a partner and advocacy group strategy to create a marketing ecosystem around your brand across multi-indication drugs and orphan diseases.
- **Multichannel marketing solutions:** We've adapted to the needs and opportunities of a changing landscape of products, platforms and customers to evolve innovative and meaningful ways to engage across stakeholders.

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

These new entrants to digital marketing will initiate change this year: providers and hospitals that want to manage patients remotely, improve outcomes and reduce readmissions; payers who want to communicate proactively and reduce systemic costs; and diagnostic companies that want to empower patients to actively participate in their healthcare decisions. In 2015 these forces will initiate change, quietly yet quickly, redefining the healthcare communications continuum.

## Core Capabilities

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- **Creative excellence:** The creative mind-set is at the core of what drives our success. The ability to connect and sequence ideas together that evolve the brand's best self is what we do best.
- **Customer engagement solutions:** Our team integrates content strategy, channel and media planning, user experience and technical execution to deliver a holistic customer-centric solutions approach.
- **Payer strategic offering:** The product is but one part of the value equation within a rapidly evolving healthcare landscape. We persuasively communicate brand and business value to payers, providers, specialty pharmacies and emerging stakeholders in accountable care.



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**Year Founded:** 2000 **Employees:** 175

**Sample Clients:** Pharma, biotech and diagnostics across digital, payer and patient audiences