

Guidemark Health

Company Profile

Guidemark Health is a midsize full-service healthcare communications agency headquartered in Parsippany, NJ, with multiple offices along the pharmaceutical corridor from Stamford, CT, to Princeton, NJ.

With decades of experience, knowledge and passion for healthcare communications, our mission is to guide our clients through the challenges of building lasting engagements with customers. By combining inspiring creative, innovative engagement strategies and extraordinary content, we deliver meaningful healthcare experiences that change lives for the better.

Services and Offerings

We offer a breadth of services in brand promotion, customer engagement, digital innovation, medical communications and learning—all rooted in a long history of excellence in content development.

Core Capabilities

- Market Research
- Branding
- Professional/Consumer Promotion
- Customer Experience Design and Planning
- Digital Innovations
- Medical Communications
- Live and eLearning
- Market Access
- Emerging Media and Platforms

What will be the game-changing trend over the next five years?

The continued democratization of medicine will be the biggest game changer in healthcare over the next five years. This trend will be powered by the slew of digital health innovations that make it easier for people to track and manage their health, and even self-diagnose. But these innovations are meaningless unless they are borne of a deep understanding of the motivations, emotions and fears that drive peoples' health behaviors. Through those insights, these innovations have the potential to deeply engage people in a way that empowers them to live fuller lives as they advance through their personal health and wellness journey.



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Year Founded 2014 **Employees** 115