



SkillSets

A monthly showcase of companies offering expertise, experience and services within specific areas of the industry. In this edition:

■ **Engaging HCPs**

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Cello Health Communications

COMPANY PROFILE

Cello Health Communications combines science, strategy and creativity to unlock evidence and drive differentiated engagement solutions for a diverse mix of clients in the biopharmaceutical, device and diagnostic sectors. We offer a range of scientific, medical and healthcare communications services, including landscape analysis and assessment, strategic communications planning, audience identification and engagement, medical education programming, medical marketing and training solutions for field sales and MSL programs.

Cello Health Communications is composed of the Evidence practices MedErgy and SciFluent, as well as an Engagement practice focused on leveraging foundational evidence to inspire outcomes-focused behavior change. It is an integral component of Cello Health, which has a unique mix of capabilities and also includes Cello Health Insight (global market research) and Cello Health Consulting

COMPANY INFO



Address: 790 Township Line Road, Yardley, PA 19067

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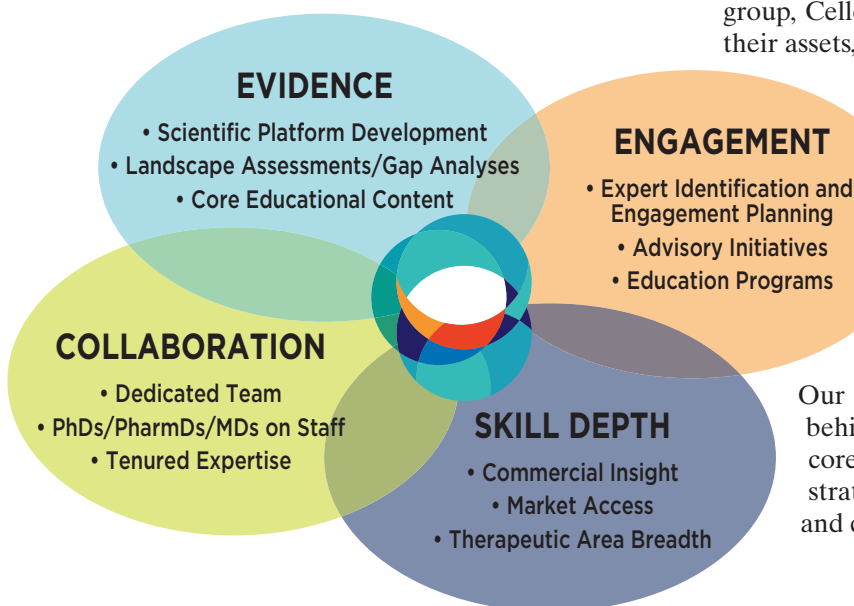
Website: www.cellohealth.com

New Business Contact: Suzann Schiller, Executive Vice President, Strategic Collaborations

Year Founded: 2002

Office Locations: Philadelphia, New York City, Chicago and the UK

(strategic marketing consultancy). As a collaborative group, Cello Health helps clients unlock the potential of their assets, brands and organizations.



We help clients build a foundational evidence base and translate that into outcome-focused behavior change. The initiatives that we develop define the strategic challenge, create differentiated positioning, optimize brand value propositions and engage influencer audiences in a unique manner, challenging them to “do something different.” Our deep understanding of the scientific evidence behind molecules enables us to evaluate and apply core clinical data sets and other insights within a strategic framework to support and drive clinical and commercial success.