

Snow Companies

Company Profile

Snow Companies is the leader in patients. Brenda Snow's devastating diagnosis of multiple sclerosis ended up becoming the impetus for a pioneering boutique agency specializing in patient communication. The company facilitates the entire co-creation process between life science companies and patients. As a full-service agency, Snow Companies supports DTC, patient centricity, and patient insight and research initiatives with award-winning in-house copy, print, web, call center, and video services as well as through its industry-savvy training and logistical staff. No other agency has made a bigger impact on the lives of patients around the world.

Services and Offerings

- Patient Ambassador® Program
- Print and Web Design
- Video Production
- Live Patient Programming
- Multicultural Programming
- Patient Identification, Recruitment, and Training
- Call Center and Internal Customer Service
- Patient Insights and Co-Creation
- DTP/DTC Marketing
- Copywriting
- Emotional Marketing and Storytelling

Core Capabilities

- With more than 200 staff located around the globe, Snow is leading patient initiatives for close to 80 disease indications

What does patient-centricity mean to you and is the industry doing enough to fulfill the needs of patients?

Patient-centric businesses understand that commercial success and patient and care partner satisfaction go hand in hand. Those companies take an interest in what consumers think about their disease and the products they take for disease management. They also provide services that align with their portfolio and that add value to the patient experience. Patient-centricity initiatives will increase as consumers move into the driver's seat as healthcare decision makers.

- Snow's Patient Ambassador® model is the basis for fully compliant, impactful patient centricity initiatives
- Snow has an integrated approach that includes recruitment, screening, training, copy, print, web, video, logistics, and call center capabilities
- Snow has excellent relationships with hundreds of patient and advocacy groups
- Snow's initiatives gather patient insights through a variety of research methods
- Patient Ambassador® programs create touch points for storytelling geared toward DTC/DTP or disease awareness



Get Real with Patient Ambassadors®

Address: 219 Bulifants Boulevard, Williamsburg, VA 23188 **Phone:** 757-345-6480
Website: www.snow-companies.com **New Business Contact:** Nadine McGowan, Executive Vice-President, nadine@snow-companies.com or 603-502-0069
Year Founded: 2001 **Employees:** 200 **Holding Company:** Snow Companies
Sample Clients: Actelion, Baxter, Biogen, BMS, Merck Serono, Genentech, Gilead, GSK, Lundbeck, Pfizer, Regeneron, Shire, Takeda, Vertex, UCB
Head Office Location: Williamsburg, VA