

# Topin and Associates

## Company Profile

Topin and Associates is a full-service, independent health care communications agency. We're in the business of developing strategic, integrated communications programs that meet our clients' primary goal: business results. Our client roster includes pharmaceuticals, medical devices and health care services covering a broad range of therapeutic categories.

Given the ever-expanding universe of available technologies and tactics, integration is the name of the game for us. Digital strategies and tactics need to integrate with all aspects of brand building, from sales force support to scientific programs to advertising. That's why we start with brand strategy, then work with our clients to develop the optimal mix of programs (both traditional and digital) that will deliver maximum impact.

We understand that marketing communications is about much more than brand awareness or ad recall. It's about getting the most from your brand in your market. It's about impact.

## Services and Offerings

Our overall agency capabilities are full service and integrated, from strategic planning to creative development to tactical execution and evaluation. Same goes for our digital offering—we build programs (using the latest technologies we can keep up with) designed to create, maintain and expand the dialogue between your brand and your customer. Our digital services include:

- Digital strategy and planning
- Content development
- Website design and development
- Email marketing and pURL programs
- Online advertising and promotion
- CRM: Proscap<sup>®</sup> and custom solutions
- Interactive convention exhibits
- Film, video and podcasts
- 3-D animation and visualization
- Interactive games and experiential learning
- Web applications (Facebook<sup>®</sup>, widgets and more)

## FASTFACTS



**Address:** 205 N. Michigan Avenue, Suite 2315, Chicago, IL 60601

**Phone:** 312-645-0100

**Fax:** 312-645-0120

**Website:** www.topin.com

**Approximate Number of Employees:** 30

**Date Founded:** 1982

**Ownership:** Independent

**Sample Clients:** Lundbeck Inc, Mission Pharmacal, Quest Diagnostics, Teva Neuroscience, Vetter Pharmaceuticals

## Case Study: Azilect<sup>®</sup> Digital Program

What began as a simple mechanism of action animation for this Parkinson's disease drug evolved into a multi-use digital video program. Teva Neuroscience asked Topin to develop a short video to help sales representatives explain how the therapy worked, but once in development, the value of thought leader commentary and a comprehensive presentation of the brand's data was realized.

The end result was a multichapter DVD program that can be repurposed for sales presentations, physician education, convention use and web applications.

