

# MicroMass

## Company Profile

Inspiring change in the way clients address challenges and in the way patients cope with their conditions drives every aspect of our work. Micromass applies behavioral science theory and practice to gain deeper insights regarding why people do what they do. By identifying and understanding what motivates them to act and what barriers they must overcome, the agency is uniquely positioned to build communication platforms that inform and engage, thereby changing consumer behavior.

MicroMass invests heavily in proprietary analyses and leverages academic and industry studies that unlock the deeper insights regarding the intricacies of human behavior. This information is used by the agency to build authentic brand experiences that powerfully engage customers and predictably drive action.

## Services and Offerings

MicroMass is built upon its behavioral and strategic services foundation. In 2009, for example, this group funded original research into such topical areas such as the nature of the patient-physician relationship and identifying unique segments of social media users. These insights and unique perspectives fuel the agency's creative and strategic solutions. This depth of insight allows its clients to break through the typical marketplace clutter and reach their patients and stakeholders in more compelling and effective ways.

### Current Clients:

- Abbott Laboratories
- Akrimax
- Auxilium
- Bayer
- Department of Health and Human Services
- Fox Chase Cancer Center
- GlaxoSmithKline
- ibiliti
- LabCorp
- Merck & Co., Inc.
- Novartis Pharmaceuticals
- Nautilus
- Pfizer, Inc.
- Shire
- Quintiles

## FASTFACTS



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### Accomplishments:

2009 In-Awe Awards

- Best Patient Education – Gold
- Best Consumer Direct Mail – Gold

2009 International ECHO Awards

- Best Direct Mail, Pharmaceutical/Healthcare – Bronze

2009 DTC National

- Best Point of Care Campaign – Silver
- Best CRM/Direct Mail Campaign – Finalist
- Best Point of Care Campaign

2010 DTC National

- Best CRM/Direct Mail Campaign – Finalist

2010 ADDYS

Gold Awards

- Public Service, Mixed Media Campaign – Be Transfus10n Awareness Campaign
- Public Service, Mixed Media Campaign – The Healing Place Awareness Campaign
- Public Service, Poster – The Healing Place Awareness Posters
- Public Service, Brochure – The Healing Place Awareness Brochure

2010 Strategic Patient Adherence Awards

- Best Integrated Campaign – FOSRENOL On Track program