



ClinicalMind

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## Fast Facts

**Address:** 640 West 28th Street, 5th Floor, New York, NY 10001

**Phone:** 646-979-5444

**Email:** sales@clinicalmind.com

**Year Founded:** 2012

**Employees:** 25

**Holding Company:** N/A

**Sample Clients:** N/A

**New Business Contact:** Trish Bates Doolin

## COMPANY PROFILE

ClinicalMind (CM) is a full-service medical communications company with extensive experience in specialty therapeutic areas. A contemporary agency, CM offers strategic planning through a truly collaborative partnership enhanced with unique, cutting-edge, live and digital tactical planning. Recognizing our clients' need for increased communication that is timely and actionable, we developed our own proprietary platform of online, mobile-enabled products. Our clear focus is on designing a strategic approach to meet our clients' ever-changing challenges, with the goal of revealing a deeper understanding of the science, customer, and overall market through more meaningful activities.

CM's seasoned management team has been fully immersed in the industry for years, enduring as the pharmaceutical industry continually changes. Consequently, CM has emerged as a trusted medical communications partner. Key to our value proposition is Clinical Value, the harnessing of scientific evidence to bring more meaning and relevance to educational and communication strategies and initiatives.

Our talented team defines our company. We work as part of your team to bring you the best in scientific integrity, creativity, and program implementation. Every staff member is committed to unsurpassed client service and impeccable attention to detail. Our experienced logistics team ensures flawless execution in all initiatives. Additionally, scientists and strategists with exceptional pedigrees as researchers, clinicians, and business leaders leverage close relationships with global thought leaders in a wide range of therapeutic categories.

What non-mobile channel do you expect will see the most growth this year in terms of use by healthcare brands, and why?

Virtual solutions such as advisory platforms, speaker-management systems, and others are poised for tremendous growth. But while virtual tactics and tools can complement live interactions in today's restricted access environment, they must not be added just for technology's sake. To be most effective, digital solutions should be based on a comprehensive understanding of the clinical challenges. Not only should they be customized to meet clients' objectives while delivering a positive user experience for healthcare practitioners, but they should also provide timely feedback and actionable insights to be thoughtfully integrated into overall communication strategy.

## SERVICES AND OFFERINGS

We are always seeking fresh approaches. We fuse strategic scientific expertise and medical communications initiatives with technology when it makes sense — not for the sake of being different but to constantly improve upon what has already been done. We work closely with each client to suggest and create customized out-of-the-box solutions. CM works with clients in all product-development phases, from preclinical to launch to mature brands. Since CM was founded in 2012, the team has supported the successful launch of seven products!

## CORE CAPABILITIES

CM has developed a suite of technology solutions to enhance and augment our clients' ability to communicate with and educate their customers while improving operational efficiencies and increasing compliance. Our enGauge<sup>®</sup> platform consists of several digital products equipped with robust analytics, reporting, and data to help clients manage program effectiveness. All products are built with a responsive design, offering 24/7 access to activities. The platform consists of:

**ClinicalPerspectives:** Adviser engagement platform.

**ClinicianDatabase:** Searchable database on key clinicians and engagement tracking.

**SpeakerResourceCenter:** Online speaker training and content management.

**NominationPortal:** Management of nomination of speakers and/or advisers.