



Skipta

Fast Facts

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Email: info@skipta.com

Year Founded: 2009

Sample Clients: Pharmaceutical, Biotech, MedDevice Companies, and their agencies of record

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COMPANY PROFILE

Skipta is the leading social network of specialized online medical communities for verified healthcare professionals. Skipta's growing network of more than 30 specialized online medical communities enable healthcare professionals to communicate, consult, and exchange information within private and secure platforms per physician specialty, healthcare profession, and disease state. Skipta supports the medical advancement of its members by offering a range of collaborative peer-based services that aid quality of care and contribute to improved patient outcomes.

SERVICES AND OFFERINGS

Community Engagement — Reach HCPs where they are already engaged through a comprehensive campaign of proven tactics:

- **Skoop** — Targeted email communications delivered to credentialed and verified community members.
- **Broadcast** — Integrated advertisements viewable by community members, reaching them where they are most engaged.
- **Showcase** — Dedicated group page to disseminate product/disease state information.
- **Compete** — Engage and challenge targeted community members to test their knowledge against peers surrounding core content.

Community Research — Digitally collect insights and analyze dynamic HCP conversation:

- **Gather** — Platform developed to gain qualitative



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

In the next year we envision activity in the social space to bolster. Pharmaceutical brands and their regulatory teams are demonstrating a higher level of tolerance and greater degree of comfort with this channel. It is proving to be an ideal opportunity to interact with targeted audiences, specifically prescribers. Further, the wealth of data that can be analyzed to yield actionable insights makes it a valuable and meaningful place for brands to invest in.

Dr. Theodore Search, Pharm. D.
CEO

insight into conversations occurring within targeted communities; emphasis placed on stimulating conversation to uncover predetermined learning objectives.

- **Listen** — Comprehensive analytics on organic conversations surrounding supplied keyword or phrases; uncover online behaviors, preferences, and information needs of specialized audience.

CORE CAPABILITIES

Skipta provides a holistic approach by using its social media expertise to sort community data for relevant insights and harness those insights to inform and implement comprehensive and strategic communication plans.

Each community within the Skipta network provides a venue for healthcare professionals to interact with verified peers by specialty, fueling focused discussion and collaboration.

This rich information exchange provides a unique opportunity for healthcare stakeholders to gain actionable intelligence and meaningful insights from a targeted audience. Insights include the preferences and informational needs of specialized HCPs that are translated into strategic targeted campaigns.