



SkillSets

■ Rare-Disease Specialists

Compass Healthcare Marketers

COMPANY PROFILE

Compass Healthcare Marketers® is a patient-driven marketing agency with a mission to make a positive impact on the life of every patient with a rare disease. Our exclusive focus in the rare disease and orphan drug space allows us to dive deep into the full patient experience and partner with our clients to deliver solutions that are proven to engage and empower the patients we serve.

Our 10 years of pharmaceutical digital marketing expertise provides the ideal foundation for locating hard-to-reach patient populations, and creating meaningful and enduring interactions at every stage of their journey. From clinical trial recruitment to patient positioning and branding, we have delivered successful solutions for our clients.

Understanding and empowering patients with rare diseases is critical to their health and the health of our client's brands, but it is not the only piece of the puzzle. We understand our patient marketing programs must work in concert with other programs and agency partners to bring comprehensive solutions to market.

Our philosophy is simple: be smart, contributing team players, empowered to act independently but also willing to make the sacrifices necessary for overall team success.

Our 10 years of leading-edge digital marketing expertise in pharma also ensures we will continue to anticipate and meet the information-seeking needs of all our patients in whatever form, wherever and whenever they require.

Our unique ability to understand how patients and their loved ones seek and interact with information allows us to create and launch rare and orphan brands, and support them in the marketplace. In 2012, we created and launched 2 brands and are slated to do the same for 4 more in 2013. Through patient programs such as Patient Advisory Boards, and Mentor and Ambassador Programs, our Patient Relationship Management group met with, learned from, and was generally amazed by hundreds of patients with rare

COMPANY INFO



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New Business Contact: Peter H. Nalen, President/CEO,
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Year Founded: 2003

Employees: 35

Sample Clients:

- Actelion Pharmaceuticals US, Inc.
- Raptor Pharmaceuticals, Inc.
- Santarus, Inc.
- Upsher-Smith Laboratories, Inc.
- Edimer Pharmaceuticals
- Pfizer, Inc.
- Vanda Pharmaceuticals, Inc.

diseases. Our Relationship Marketing and database development campaigns resulted in our capturing and interacting with significant portions of our clients' patient populations, and through our Social Media marketing programs we identified, tracked, and supported key patient influencers in all of our clients' rare disease communities.

SERVICES AND OFFERINGS

- Interactive and Social Media Marketing
- Patient Positioning and Campaign Development
- Patient Programs
- Patient Advocacy and Engagement