

■ Managed Markets

MediMedia Managed Markets

STRATEGIC MANAGED MARKETS EXPERTISE

MediMedia Managed Markets is a full service agency with the knowledge and strategic insight to drive access and reimbursement within managed markets. MMMM is the one-stop connection between our clients and their managed markets customers.

For over 20 years, MMMM has developed targeted managed markets capabilities and expertise. Within our offices are over 120 in-house dedicated professionals whose singular focus is managed markets. MMMM has invested heavily in our staff, and has attracted some of the leading consultants to head our client teams. These experts provide strategic planning across the brand lifecycle which is powered by our in-house market research department whose background and everyday activities are managed markets focused. The account team leaders are also expert consultants on developing tactical plans that are delivered by our internal support staff. We have expanded our service offering greatly in custom content development, as well as managed care focused publications. Additionally, over the last several years MMMM has been recognized as a leader in custom managed markets training.

These efforts are supported by our in-house Strategic Communications department made up of copy and editorial experts who are well-versed in the Medical, Legal and Regulatory environment AND understand the unique nuances of this process. In addition, MMMM has an award-winning in-house creative studio that understands the messages relevant to managed markets audiences, and can provide creative concepts that support those messages.

MMMM can also create and maintain social media and closed loop networks to enhance real-time collaboration and communication among medical practitioners. These networks are only open to verified medical professionals. Once within the network, these practitioners can discuss managed markets topics, drive education, and reinforce product and brand awareness for our customers.

COMPANY INFO



Address: Headquarters—780 Township Line Road, Yardley, PA 19067; West Coast—601 Gateway Blvd., Suite 1250, South San Francisco, CA 94080

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New Business Contact: Lee Termini, President, MMMM_Contact@medimedia.com, 267-685-2702

Year Founded: 1997

Employees: 120+

Holding Company: MediMedia USA

Sample Clients: Pharmaceutical and Biotechnology Companies

Office Locations: East Coast/West Coast

MediMedia Managed Markets is the publisher of two leading journals in the managed markets industry—P&T and Managed Care. These journals provide managed markets decision-makers with original research, market updates, and news and analysis of the rapidly changing managed healthcare market. Our journals are peer reviewed and have an extensive database/index listing. Each has an independent Web site and is available in print and digital editions.

SERVICES AND OFFERINGS

- Strategic Consulting
- Market Research
- Interactive marketing and digital promotion
- Multi-channel marketing
- Reach and access of managed markets decision-makers
- Social media/closed loop networks
- Custom content/creative development
- Custom training and e-learning