

eHealthcare Solutions

Company Profile

True digital engagement exists at the strategic convergence of the right media supporting the right message delivered to the right audience at the right time. At eHealthcare Solutions (EHS), that's our expertise. We create custom digital solutions tailored to each client's needs and marketing goals. We then leverage our exclusive relationships with more than 75 of the leading healthcare professional (HCP) societies, associations, media companies, and consumer health sites to deliver unmatched digital engagement with HCP and consumer audiences at the very moment when they're most interested in relevant healthcare messaging.

Services and Offerings

We combine innovative marketing tactics with cutting-edge technologies to create custom digital solutions:

- Mobile
- Video
- Informed Targeting
- Prescriber Authentication
- Microsites
- Rich Media Banner Ads and Interstitials
- Conference Programs
- Emails
- Sponsorships
- ROI Metrics

Core Capabilities

- **Custom Digital Programs:** We're experts in digital healthcare marketing with decades of experience building programs that drive results. We develop cutting-edge concepts into comprehensive digital programs that modify customer behavior and motivate action.
- **Targeted Healthcare Advertising:** Through our network of 400 websites and other digital channels,



What will be the game-changing trend over the next five years?

Prescriber authentication will be essential and so will planning based on multifaceted insights and optimized targeting methods to reach HCP and consumer health audiences. Dynamic creative with sophisticated personalization will connect with the right audiences through well-executed multi-dimensional algorithmic media plans. The rich data of digital technology will establish the new ROI standard. The emerging technologies of geo-fencing in mobile environments and mobile apps supporting patient persistence and adherence will play an important role in our portfolio of digital offerings.

we provide unmatched access to physicians/HCPs and 98% organic consumer traffic, combined with innovative digital solutions that drive results.

- **Informed Targeting:** We deliver high-value optimization using a sophisticated mix of targeting capabilities across our top-tier publisher partners. In the process, we reduce a massive web audience to deliver your message with pinpoint accuracy and substantially increase ROI.
- **Maximum Brand Impact:** Successful digital programs require a clear vision for success and a seasoned team of innovators who stay ahead of the curve. At EHS, we deliver a delicate blend of innovation and digital expertise mixed with the right amount and type of engagement for *Maximum Brand Impact*.



Address 810 Bear Tavern Road, Suite 102, Ewing, N.J. 08628 **Phone** (609) 882-8887
Website www.eHealthcareSolutions.com **New Business Contact** Robert Carmignani, EVP
Sales & Marketing rcarmignani@EHSmail.com or (609) 882-8887 ext. 100 **Year Founded** 1999
Sample Clients Pharmaceutical, Biotech, and Medical Device Companies, and other top-quality companies that target physicians, other healthcare professionals, and health consumers.