

■ Engaging HCPs

Cello Health Communications

COMPANY PROFILE

Cello Health Communications combines science, strategy and creativity to unlock evidence and drive differentiated engagement solutions for a diverse mix of clients in the biopharmaceutical, device and diagnostic, OTC, nutraceutical, and well-being sectors. We offer a range of scientific, medical, and healthcare communications services, including landscape analysis and assessment, strategic communications planning, audience identification and engagement, medical education programming, medical marketing, consumer health marketing, and training solutions for field sales and MSL programs.

MEDICAL AFFAIRS	ACCESS SOLUTIONS	MEDICAL EDUCATION	TRAINING	COMMERCIAL
<ul style="list-style-type: none"> • Landscape/ Gap Analyses • Scientific Communications Planning • Scientific Platform Development 	<ul style="list-style-type: none"> • Value Proposition Development • HEOR Evidence & Market Analyses 	<ul style="list-style-type: none"> • External Expert Engagement • Educational Program Design & Execution 	<ul style="list-style-type: none"> • Product & Disease State Modules • Resources for Sales & MSLs 	<ul style="list-style-type: none"> • Lifecycle Strategy & Planning • Promotional Programming

EVIDENCE ENGAGEMENT

Our teams help clients build a foundational evidence base and translate that into outcome-focused behavior change. The initiatives we develop help to define the strategic challenge, create differentiated positioning, optimize brand value propositions, and engage influencer audiences in a unique manner, challenging them to ‘do something different’. Our deep understanding of the scientific evidence behind molecules enables us to evaluate and apply core clinical data sets and other insights within a strategic framework to support and drive clinical and commercial success.

Cello Health Communications is part of Cello Health, a collaborative group that offers a unique mix of capabilities structured to help clients unlock the potential of their assets, brands and organizations. Cello Health Communications focuses on evidence to engagement strategies and support across product and brand lifecycles, while its partners Cello Health Insight and Cello Health

COMPANY INFO



Address: 790 Township Line Rd, Yardley, PA 19067

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Website: www.cellohealth.com

New Business Contact: Suzann Schiller, Executive Vice President, Strategic Collaborations

Year Founded: 2002

Office Locations: Philadelphia, New York City, Chicago, and the UK

Consulting provide global market research and strategic marketing consultancy, respectively. Cello Health’s goal is to continue to build collaborative, integrated solutions that optimize our service offerings for clients while maintaining “best in class” excellence within each of our capabilities.

OUR CORE COMPETENCIES

Evidence-based perspectives: In-depth landscape analysis and competitive assessments to help our clients identify gaps, evaluate their clinical program, and identify key influencers.

Market access solutions: Helping our clients create compelling evidence-based value propositions and communicate the core value story through integrated Health Economics & Outcomes Research (HEOR) evidence generation and dissemination planning, HEOR- and payer-focused advisory initiatives, formulary submission dossiers and other collateral resources.

Strategic communications programming: Partnering with client teams to develop comprehensive strategies and implement tactical plans to communicate the evidence across the lifecycle.

Evidence is our core, content is our strength.