

# Concentric Health Experience

## Company Profile

Ranked as one of the top 25 healthcare agencies in the world, Concentric Health Experience provides multi-channel solutions that engage customers effectively and provides authentic experiences that solve human needs.

With New York City-based US headquarters and EMEA headquarters in London, the agency is experiencing unprecedented growth with an all-time high of 155 employees around the globe and its third consecutive year of double-digit revenue increase.

## Services and Offerings

- Brand Strategies
- Multichannel Campaigns
- Digital Promotion
- Product Launches
- Research: Concentric Health Intelligence

Concentric Health Intelligence provides clients with a 360-degree immersion process that leverages a wide variety of traditional and nontraditional methodologies to mine insights from all stakeholder audiences, including patient, payer and physician. Insights gleaned are then used as a foundation for integrated channel strategies that lead to more effective and more substantive engagement with desired audiences.

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

Moving from disruption to desire, which means engagement will be the only metric that matters. We are used to high-level online engagement in our daily lives and interactions due to the proliferation of social media channels, and there is tremendous opportunity in making sure we provide that same level of engagement to customers' brand interactions. When we use engagement as our key metric, it opens us up to a world of possibility. The next five years are a time to first create engagement, then ensure the quality of that engagement. What transpires as a result is brand relevancy in a marketplace where relevancy has always been fleeting. Engagement cements the customer relationship, and their desire for a brand, in a way that nothing else can.

## Core Capabilities

At our core, Concentric is specialty pharma, with ongoing growth in 25 specialty areas. The agency has realized exponential growth in oncology and rare diseases, in particular, built upon an ability to bridge both the practical and emotional needs of key stakeholders.

Our social engagement as an agency allows us to lend expertise and experiences in the service of clients; the agency is a Top 10 influencer on Twitter across 20 health-care hash tags and has earned more than 600,000 social media impressions in the last six months.



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**Year Founded** 2002 **Employees** 155 **Holding Company** MDC Partners  
**Sample Clients** Novartis, LEO Pharma **Office Locations** New York, NY, and London, UK