

# Dudnyk

## Company Profile

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Dudnyk is a full-service agency that specializes in creating motivating brand experiences for specialty physicians and their patients. Established more than 20 years ago, the agency remains fiercely independent and self-directed. With offices in suburban Philadelphia and San Francisco, Dudnyk provides exceptional services to its clients and their customers in the biopharma, biotech, medical device and pharmaceutical industries. With a focus on creativity and teamwork, and with its thriving, engaging culture, Dudnyk is able to produce some of the most provocative work in the industry and draw top talent from across the country.

## Services and Offerings

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Through our brand-building Incite process, we turn powerful strategic insights into bold, differentiating creative that drives behavioral change among specialty physicians and their patients. Agency expertise includes:

- Brand identity  
Crafting all the elements of an unforgettable brand
- Campaign development  
Powerful creative based on strategy-driven insights
- Launch planning  
Experience, ideas and insights for success
- Nonpersonal promotion  
Intelligent, creative ways to reach the “white space”
- Digital communications  
Focusing on effective user brand experiences
- Positioning/messaging  
Identifying and articulating the brand’s unique selling proposition
- Disease state awareness  
Market-shaping, educational initiatives

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

Advances in mHealth will address issues ranging from trial data collection to routine health monitoring. The first of a generation of hand-held monitoring devices—one able to track heart rate, temperature, blood pressure and oxygen level, and provide a complete ECG reading—began shipping in January.

So, what does this mean for Pharma marketers? Plenty. Today it’s vital signs, tomorrow it could be genetic information. The greatest impact could be in the area of companion diagnostics with technology advances increasing availability for more medications and diseases. Marketers who effectively communicate the devices’ value propositions to providers, payers and patients stand to win in the emerging mHealth era.

- Professional sales promotion  
Vivid materials, meaningful communications
- Patient communication  
Clear, compelling, engaging patient materials
- Rebranding  
Bringing new energy and invigorated life to older brands

## Core Capabilities

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Inciteful Healthcare Marketing®: Strategic insight + standout creative = motivating brand experiences for specialty physicians and their patients.



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