

Flashpoint Medica

Company Profile

Clients continually comment on Flashpoint's rigorous investigative approach, our ability to package science effectively, and our ability to communicate a brand's promise in unique and memorable ways. This has been our hallmark and the impetus for our company name: We are experts at discovering the "flashpoint"—the key driving insight that fuels a brand's growth. We specialize in understanding how to ignite experiences with customers—in person and across screens—which they in turn share with their extended networks of peers.

So what makes Flashpoint unique?

- We are a multichannel agency focused on specialty care (oncology, rheumatology, immunology, cardiology, endocrinology, neurology, and rare diseases), offering powerhouse strategic, creative, digital, and medical expertise
- We employ fully integrated, cross-disciplined teams to develop strategically based programming for building brands. Our in-house staff includes specialists in mobile and tablet platforms, health gaming, social media, nonpersonal promotion media, experiential events, and metrics and analytics
- We are at the forefront of digital trendsetting. We have been selected by technology leaders, such as Adobe, to champion new cutting-edge offerings that create and distribute digital content more quickly and cost effectively across multiple mobile screens
- We have expertise in enhancing physician/patient relationships and are one of the first healthcare advertising companies staffed with an on-site community manager who mines social media insights and manages open social media platforms
- We are leading the charge to develop and disseminate rich media content with which to engage across an array of nonpersonal promotion channels, including medical journal tablet media

FASTFACTS



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Year Founded: 2005

Holding Company: Omnicom

Awards:

- Rx Club Gold Award: Informationaboutcancer.com
- MM&M Gold Finalist: Informationaboutcancer.com
- Rx Club Award of Excellence: Tumorescape.com
- Rx Club Award of Excellence: Educational Video—The Importance of HER2 Testing
- Rx Club Award of Excellence: ShortBowelSupport.com

Clients: Acorda, Crescendo Bioscience, Geistlich Biomaterials, Genentech, Gilead, LifeBankUSA, Novartis, ProStrakan, Supernus

- We are an award-winning agency with 40 creative awards in 2011-2012

Core offerings

- Community management
- CRM
- Digital strategy
- Interactive convention experiences
- Metrics and analytics
- Mobile
- Nonpersonal promotion
- Social media listening and platform development
- Tablet detailing and publishing*
- Websites

**Flashpoint is a certified Veeva and Adobe Digital Publishing partner*