PME is Europe’s leading magazine for decision-makers in the pharmaceutical industry, tracking the trends and issues that affect the pharmaceutical marketplace throughout Europe.

PME is a monthly print and digital title written by experienced journalists and high-profile pharma and healthcare experts. The magazine provides insights and offers solutions to the issues that keep industry leaders awake at night.

From the latest developments in cancer treatments and the strategies behind them to new marketing and commercialisation models and the regulations that underpin the fabric of the sector - PME’s got it covered.

PME is a trusted source for decision-makers and influencers in pharma and healthcare and offers practical and accessible content to the pharmaceutical industry.

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Welcome to the first edition of PMLIVE’s T40 – the Top 40 creative agencies working in UK healthcare. Our aim is to give a solid representation of those agencies that had the most impact in the UK healthcare sector during 2018.

We hope you find the content interesting – make sure you look online at www.pmlive.com/t40 where you can dynamically sort the data and compare the agencies. There, you will also find full profiles and live contact details for each agency on the list.

We’d like to thank all of the agencies who took part and provided data for this inaugural T40 publication – it wouldn’t be possible without their continued support. As this is the first edition, none of the agencies knew how the list would turn out and we would like to thank them for taking the time to support this new publication.

As we go to press with the print edition, the online list has already generated substantial interest, with thousands of visitors and hundreds of posts on social media generating a lot of lively discussion!

Over 90 agencies were invited to take part and we had a fantastic response, although it’s important to note that this is not a comprehensive list of all agencies working in this sector: some did not complete the data collection process and there may be others that we are unaware of who therefore were not invited to take part. If your agency or an agency you know of is not on the list, do get in touch or give them a nudge so they can participate in 2020.

We talked to a number of agencies before starting the project and received feedback from the process and data collection side before sending the data collection and approval forms to the agencies. Where possible, the data was verified.

The listing itself starts on page 11, and we also have top ten lists for smaller agencies, young agencies, independent agencies and UK-focused agencies on pages 8-10. The full methodology and breakdown of the ranking metrics can be found on page 4.

We are already looking to see how we can improve the listing for 2020 and we welcome any feedback or comments. Please take a few minutes to fill out a short survey at www.pmlive.com/t40survey and you can also get in touch at t40@pmlive.com.

We hope you enjoy this inaugural issue and we look forward to bringing you more in-depth analysis of the Top 40 UK creative agencies in 2020.
Methodology

Goals
PMLIVE’s Top 40 Creative Healthcare Agencies lists advertising, branding, creative and design agencies who are working in the UK healthcare sector. The aim of the T40 listing is to highlight those creative agencies that had the most impact in the UK healthcare sector in 2018.

Creating a shortlist
A shortlist was created from a number of places including: Publicly available awards results; PMLIVE’s PMHub categories; PMGroup’s in-house databases; other data sources within the public domain. To be listed, all agencies must have offices within the United Kingdom, permanent staff operating in the UK – and have billed over £100,000 on advertising, branding, creative and design work in the UK healthcare sector in 2018.
This is not an exhaustive list of all companies working in this sector; some agencies were outside the top 40, some declined to participate and some did not provide any data. You can find more creative agencies in PMLIVE’s PMHub listed under advertising, branding or creative design. Consultancies specialising in healthcare PR and medical education were not asked to supply details for this year’s T40 listing – if you would like more information on medical communications consultancies, please see Communiqué, the Communiqué Awards or browse through the PR, medical education and medical communications categories of PMHub.

Caveats
The bar charts in this publication give an indication of the data supplied, but are scored from wide and varying banding levels and, as such, the length of the bar charts should not be used to infer direct comparisons between each agencies’ actual data (which was not supplied).
For example, if one bar chart is twice the length of another, it should not be inferred that the agency has exactly twice the level of that specific measure. There is some weighting towards smaller agencies that have a greater amount of their overall work taking place in the UK, partly to reflect that the jump between £1m and £2m in billings has a greater impact than between £45m and £46m, for example, and to reflect the aim of the publication in highlighting those agencies that have had an impact on the UK marketplace.
PMLIVE and PMGroup Worldwide Ltd do not actively recommend or approve any of the agencies in the T40 list – and provide no guarantee of the validity of the data shown. The rankings are calculated from a mix of information supplied by the agencies and data found in the public domain (further details are shown on the right).

Ranking breakdown

Awards (40%)
For the 2019 T40, points were awarded for different levels of success in three targeted awards schemes, PMSociety Awards 2018, PMSociety Digital Awards 2018 and The Creative Floor Healthcare Awards 2018. The total points were converted into a score out of 40 – with the topmost agency receiving the top mark.
Some agencies may have listed additional awards on their profiles in print or online – but only the three awards mentioned above were used in the calculations.

Billings from advertising, branding, creative and design work in UK healthcare (20%)
Agencies were asked to approximate the percentage of their business dedicated to advertising, branding, creative and design work for the UK healthcare sector. This was combined with the total billings data to produce a final score.

Total agency billings (10%)
Data was supplied by the agencies based on set ranges with varying levels of depth to ensure that comparison across a broad range and size of agencies was possible.

Social media presence (10%)
This ranking factor looks at how individual agencies have developed their social media presence.
The social media presence score was calculated by looking at the number of followers on YouTube, Facebook, Twitter and LinkedIn for the agencies’ corporate accounts (account data supplied by the agencies – all counts made and verified on 27th August 2019).

Total number of agency staff (5%)

Agency age (5%)
<table>
<thead>
<tr>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>3  Introduction</td>
</tr>
<tr>
<td>4  Methodology</td>
</tr>
<tr>
<td>6  Celebrating creative agencies</td>
</tr>
<tr>
<td>PMLive’s Top 10 lists</td>
</tr>
<tr>
<td>8  Top smaller agencies</td>
</tr>
<tr>
<td>8  Top young agencies</td>
</tr>
<tr>
<td>9  Top UK-focused agencies</td>
</tr>
<tr>
<td>10 Top independent agencies</td>
</tr>
<tr>
<td>PMLive’s T40 Listings</td>
</tr>
<tr>
<td>11 1-40 profiles</td>
</tr>
<tr>
<td>Highlighted agencies</td>
</tr>
<tr>
<td>14 Syneos Health Communications</td>
</tr>
<tr>
<td>16 Concentric Health Experience</td>
</tr>
<tr>
<td>20 Oi Ltd</td>
</tr>
<tr>
<td>20 Purple Agency</td>
</tr>
<tr>
<td>21 RFA Advertising &amp; Marketing</td>
</tr>
<tr>
<td>24 Dice Medical Communications</td>
</tr>
<tr>
<td>25 Page &amp; Page Consultants (UK) Limited</td>
</tr>
<tr>
<td>26 Terms and conditions</td>
</tr>
</tbody>
</table>
Welcome to the first edition of PMLiVe’s T40, highlighting the Top 40 creative agencies working in UK healthcare.

For the inaugural year of the T40, neither PMLiVe nor the agencies knew what the final outcome would be. The agencies were told the criteria and the general makeup of the ranking, but didn’t know the specific details, or the exact splits for the sub lists, such as smaller agencies, young agencies, etc.

It’s worthwhile reiterating that all of the agencies listed produced some excellent work in 2018. We would recommend looking at the full agency profiles on www.pmlive.com/t40 and speaking to individual agencies directly to find out exactly what they have to offer.

To view the full Top 40 list, go to page 11. The top ten lists for smaller agencies, young agencies, independent agencies and UK-focused agencies can be found on pages 8-10.

This year’s overall results
In general, larger agencies and groups feature towards the top, followed by a mix of independent and networked agencies, with smaller, UK-focused and specialist agencies making up the rest of the overall list.

The results were surprisingly close at times, with three agencies separated by one half of one percent and in another place it was only the hundreds of one percent that separated the agencies.

Although the overall ranking this year was decided using seven criteria, the biggest single factor was success in the selected awards schemes, contributing 40% of the overall score.

Social media footprint
The PMLiVe team wanted to include something that looked at how agencies were doing in terms of social media outreach and felt this also delivered an insight into the impact each agency was having in the healthcare community.

This doesn’t necessarily mean that if an agency has an excellent social media following for its own company, it knows how to create and deliver effective social campaigns for clients. We understand that some agencies might think the focus should be on the client and not on themselves, and that those agencies with bigger pockets will be able to dedicate more resources to social media outreach.

However, the team felt there was some benefit in extrapolating social media skill based on an agency’s individual performance; if the expertise is there and the agencies have developed a large corporate footprint, we felt that was worthy of inclusion.

There are a number of different metrics available on the social media side, but for this year we wanted to use something that was independently measurable, readily available and in use by most agencies.

The one change we can track independently is the number of followers an agency’s corporate account has. For this year’s list we gave the same weight to a Twitter follower as a YouTube follower and collated the total number of followers. There might be some discussion around the relative “weight” of each follower based around average interaction rates for the four platforms.

Several agencies asked to have other social media accounts included, such as Instagram, so we will look at including additional options in next year’s list.

In terms of the results, it’s safe to say that no agency had an even spread of followers across all four channels, with most choosing one or two to focus on. Havas Lynx Group was the only agency to have over 1,000 followers across each of the four channels. Despite being the overall lead in this category (with double the number of followers than the next agency), even RAPP Limited only covered three out of the four channels.

In terms of the results, it’s safe to say that no agency had an even spread of followers across all four channels, with most choosing one or two to focus on. Havas Lynx Group was the only agency to have over 1,000 followers across each of the four channels. Despite being the overall lead in this category (with double the number of followers than the next agency), even RAPP Limited only covered three out of the four channels.

Only ten agencies submitted corporate accounts for all four channels:

- 11 agencies submitted three channels
- 16 submitted two channels
- Three submitted only one channel.
LinkedIn was by far the biggest channel – with 39 out of 40 agencies submitting a LinkedIn account and a total of over 134,000 followers counted. Twitter was next with 42,111 total followers, then Facebook with 32,437 and YouTube coming in last with 14,255.

If we’d been able to see engagement stats or time spent on viewing posts, the results might have been very different. For example, how many Twitter followers is one YouTube follower worth?

RAPP had the largest number of LinkedIn followers, followed by Syneos Health Communications and VCCP Health (which were separated by a very small margin). RAPP also led the way with Facebook followers, closely followed by Syneos – then there was a gap to the rest, which all had less than 2,000 Facebook followers.

DDB Remedy had the largest number of YouTube followers, very closely followed by Havas Lynx Group, with no other agency coming particularly close to those two.

When it came to Twitter, Havas Lynx Group came out on top, followed by RAPP and Concentric Health.

**Awards**

We looked at three awards schemes for this launch year:

1. PM Society Awards
2. PM Society Digital Awards
3. The Creative Floor Healthcare Awards

This year’s top two agencies did extremely well in the awards, with Havas Lynx taking the lead by virtue of their depth of awarded work. With a tie on the number of Gold awards, Havas’ silver and bronze points took them into the lead over McCann Health.

**Fig 2: Top 10 agencies based on total number of followers on LinkedIn, Twitter, Facebook and YouTube**

<table>
<thead>
<tr>
<th>Agencies with the most social media followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>RAPP Limited</td>
</tr>
<tr>
<td>Syneos Health Communications</td>
</tr>
<tr>
<td>Havas Lynx Group</td>
</tr>
<tr>
<td>VCCP Health</td>
</tr>
<tr>
<td>DDB Remedy London</td>
</tr>
<tr>
<td>McCann Health</td>
</tr>
<tr>
<td>Concentric Health Experience</td>
</tr>
<tr>
<td>Purple Agency</td>
</tr>
<tr>
<td>OI Ltd</td>
</tr>
<tr>
<td>Blue Latitude Health</td>
</tr>
</tbody>
</table>

Havas had the most mentions in total, with 21 as finalist or above, followed by 14 for McCann and nine for OPEN Health and Syneos Health.

**Billings revenue**

We asked agencies to select from a number of revenue bands for 2018, and gave marks accordingly. Only three agencies were in the top three bands, with 22 in the lowest three bands.

**Revenue from work produced for the UK creative healthcare marketplace**

We asked all agencies an additional question: ‘What is the approximate percentage of your business dedicated to advertising, branding, creative and design projects in the UK healthcare sector?’

From the information provided, we created a score for the amount of each agency’s revenue derived from UK work. Agencies ranged from 0-10% right up to 90-100%

| Agencies that said 90-100% are included in a separate top ten list on page 9. |

**Staff**

We looked at the total number of staff and the staff that are dedicated to healthcare accounts. In the ranking breakdown seen on page 4, we gave double the weight to total healthcare staff.

We split the top ten smaller agencies on page 8 and set the cut-off point to include agencies that had specified bands of 1-20 and 10-25 total staff only. This cut-off point resulted in 15 agencies – if we had included the 25-50 bracket, the sub list would have included over half of all the agencies on the list.

**Longevity**

The final point we looked at was when each agency was established. We also used this to draft the top ten young agencies on page 8, where we included all agencies that were established less than ten years ago.

**Conclusion**

We hope you enjoy this inaugural issue and we look forward to bringing you more in-depth analysis of the Top 40 UK creative agencies in 2020.

We are already looking to see how we can improve the listing for 2020 and we welcome any feedback or comments. Please take a few minutes to fill out a short survey at www.pmlive.com/t40survey and you can also get in touch at t40@pmlive.com.
Top 10 smaller agencies

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Total staff</th>
<th>Healthcare staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Life Healthcare Communications Ltd</td>
<td>10-25</td>
<td>20-30</td>
</tr>
<tr>
<td>2</td>
<td>Wordbird</td>
<td>10-25</td>
<td>10-20</td>
</tr>
<tr>
<td>3</td>
<td>Brandcast Health</td>
<td>10-25</td>
<td>20-30</td>
</tr>
<tr>
<td>4</td>
<td>earthware</td>
<td>10-25</td>
<td>10-20</td>
</tr>
<tr>
<td>5</td>
<td>Dice Medical Communications</td>
<td>10-25</td>
<td>10-20</td>
</tr>
<tr>
<td>6</td>
<td>Dark Horse Agency</td>
<td>10-25</td>
<td>10-20</td>
</tr>
<tr>
<td>7</td>
<td>Seven Stones</td>
<td>10-25</td>
<td>20-30</td>
</tr>
<tr>
<td>8</td>
<td>Cuttsy+Cuttsy</td>
<td>10-25</td>
<td>10-20</td>
</tr>
<tr>
<td>9</td>
<td>Spink Health</td>
<td>10-25</td>
<td>10-20</td>
</tr>
<tr>
<td>10</td>
<td>Page &amp; Page Consultants (UK) Limited</td>
<td>10-25</td>
<td>10-20</td>
</tr>
</tbody>
</table>

This list displays agencies who told us they had fewer than 25 total staff.
* Total agency staff
** Total staff working on healthcare accounts

Top 10 young agencies

| Rank | Name                                      | Agency age |%
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Creative Engagement Group</td>
<td>1-2</td>
</tr>
<tr>
<td>2</td>
<td>OPEN Health Patient &amp; Brand Communications</td>
<td>7-10</td>
</tr>
<tr>
<td>3</td>
<td>Bedrock Group</td>
<td>7-10</td>
</tr>
<tr>
<td>4</td>
<td>Wordbird</td>
<td>5-7</td>
</tr>
<tr>
<td>5</td>
<td>Brandcast Health</td>
<td>5-7</td>
</tr>
<tr>
<td>6</td>
<td>Dice Medical Communications</td>
<td>7-10</td>
</tr>
<tr>
<td>7</td>
<td>Kanga Health Ltd</td>
<td>5-7</td>
</tr>
<tr>
<td>8</td>
<td>bmore group</td>
<td>7-10</td>
</tr>
<tr>
<td>9</td>
<td>Cuttsy+Cuttsy</td>
<td>7-10</td>
</tr>
<tr>
<td>10</td>
<td>Page &amp; Page Consultants (UK) Limited</td>
<td>3-5</td>
</tr>
</tbody>
</table>

This list display agencies who told us they were under ten years old.
## Top UK-focused agencies

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>RFA Advertising &amp; Marketing</td>
</tr>
<tr>
<td>2</td>
<td>precisioneffect London</td>
</tr>
<tr>
<td>3</td>
<td>Wordbird</td>
</tr>
<tr>
<td>4</td>
<td>Brandcast Health</td>
</tr>
<tr>
<td>5</td>
<td>Dice Medical Communications</td>
</tr>
<tr>
<td>6</td>
<td>CAN advertising Ltd</td>
</tr>
<tr>
<td>7</td>
<td>HUG Advertising</td>
</tr>
<tr>
<td>8</td>
<td>McCallan Marketing</td>
</tr>
</tbody>
</table>

This list display those agencies that told us approximately 90% to 100% of their business was dedicated to advertising, branding, creative and design projects in the UK healthcare sector.
# Top 10 independent agencies

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>OPEN Health Patient &amp; Brand Communications</td>
</tr>
<tr>
<td>2</td>
<td>Oi Ltd</td>
</tr>
<tr>
<td>3</td>
<td>Purple Agency</td>
</tr>
<tr>
<td>4</td>
<td>Life Healthcare Communications Ltd</td>
</tr>
<tr>
<td>5</td>
<td>RFA Advertising &amp; Marketing</td>
</tr>
<tr>
<td>6</td>
<td>Bedrock Group</td>
</tr>
<tr>
<td>7</td>
<td>Wordbird</td>
</tr>
<tr>
<td>8</td>
<td>Brandcast Health</td>
</tr>
<tr>
<td>9</td>
<td>earthware</td>
</tr>
<tr>
<td>10</td>
<td>Dice Medical Communications</td>
</tr>
</tbody>
</table>

This list displays those agencies that told us they were not part of a larger network.

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**Keep up to date with the latest developments in the UK and global healthcare marketplace**

Sign up to daily or weekly news alerts and fortnightly or monthly bulletins on specific topics

[www.pmlive.com/register](http://www.pmlive.com/register)
PMLiVE’s T40

A listing of the top 40 creative agencies working on advertising, branding, creative and design projects in the UK healthcare sector.

To be included in next year’s list or if there’s something you would like to see in future editions of the T40, please drop us a line at t40@pmlive.com
Havas Lynx Group

We are Havas Lynx Group, the leading global healthcare communications group.

We are devoted to fresh thinking. Changing the way the world does healthcare communications for the better. We are committed to bringing about change. Change informed by experience, driven by innovation and proven in delivery. Our teams are fiercely determined to go beyond current thinking, to set new standards and to lead the debate.

We work alongside healthcare professionals, patients, carers and pharmaceutical brands to overcome complex healthcare challenges. Our healthcare and pharmaceutical clients trust us to develop compelling brands and thoughtful strategies that build lasting relationships. Our work blends strategic insight and deep scientific understanding with creativity and digital innovation to deliver healthcare campaigns and solutions that really make a difference to people’s lives.

Our heritage dates to 1986 and whilst the world around us has changed, our values haven’t.

#LYNXLife

Awards

**PM Society Awards 2018:**
- Films & Animation (HCPs) - Gold, Bronze
- Films & Animation (Patients) - Gold
- Advertisement Campaign (Target Audience Judged) - Silver
- House Promotion (Target Audience Judged) - Silver, Bronze
- Corporate Communications (Target Audience Judged) - Silver
- Innovation Award (Target Audience Judged) - Gold, Bronze
- Secondary Care Advertisement - Bronze
- Advertising Campaign - Silver, Bronze
- Interactive Communication - Gold, Silver
- Patient Support - Bronze
- Mixed Media Campaign - Gold, Finalist
- Disease Awareness (Patients) - Gold, Silver x2
- Disease Awareness (HCPs) - Gold
- Events and Exhibitions - Gold, Silver
- Best Use of Insight - Gold

**The Cannes Lions Awards 2018:**
- Cannes Lions Healthcare Agency of the Year 2018
- Cannes Lions Health (Pharma) - Silver x2, Bronze

Agency Information

- **Location:** 52 Princess Street, Manchester, M1 6JX
- **Website:** www.havaslynx.com
- **Email:** europe@havaslynx.com
- **Telephone:** +44 (0)161 228 7756
- **Total staff:** 250-500
- **Healthcare staff:** Over 250
- **Agency age:** Over 30 years
- **Status:** Networked

Key Contact

- **Name:** Emily Beasley
- **Job title:** Senior Brand Manager
- **Email:** emily.beasley@havas.com
- **Telephone:** +44 (0)161 228 7756

Havas Lynx Group’s online profile is available at www.pmlive.com/t40/havas_lynx_group
**McCann Health**

McCann Health is the world’s #1 creatively-awarded and effective health network with 1900+ people all united by one vision: to help brands and businesses play a meaningful role for healthier lives. Combining science, strategy and creative we strive to deliver best-in-class services to our clients.

At McCann Health we help brands and businesses play a meaningful role for healthier lives. Operating since 1996, the UK is a global hub for the McCann Health network with over 600 passionate, health-obsessed people, who dedicate 100% of their time to working with health/healthcare clients.

We understand and love solving the problems that companies and brands are facing in today’s dynamic healthcare world – from changing sales models and crowded marketplaces, to digital transformation and empowered health consumers.*

---

**Agency Information**

- **Location**: 7-11 Herbrand Street, London, WC1N 1EX
- **Website**: www.mccannhealth.com
- **Email**: emily.brooks@mccann.com
- **Telephone**: +44 (0)20 7837 3737
- **Total staff**: Over 750
- **Healthcare staff**: Over 250
- **Agency age**: 20-30 years
- **Status**: Networked

---

*Text extracted from McCann Health’s online profile which you can see online at www.pmlive.com/t40/mccann_health

Visit [www.pmlive.com/t40](http://www.pmlive.com/t40) to check out the full profiles

PMLIVE’s T40 list aims to identify the creative agencies which have had the most impact on advertising, branding, creative and design projects in the UK healthcare sector in 2018.*

---

**Full profiles include:**

- Agency description
- Contact details
- Key contact
- Social media
- 2019 agency data
- Ranking factors contributing to agency score
- Awards
Syneos Health Communications is the only healthcare communications network that is part of a company on the frontlines of healthcare, with a clear view into the everyday complexities of life and health. As part of Syneos Health®, our agencies – consisting of leading brands and experts in advertising, branding, public relations, managed markets and medical communications – are engaged in every point of influence in health, providing real-world insight into markets and audiences in ways that no other partner could.

We work in scalable, collaborative teams that partner across disciplines and geographies to deliver integrated communications strategies that accelerate brand performance. Our agency teams have received more than 1,000 awards for work that disrupts markets and drives behaviour change. We create ideas that will work in the real world because they were built there.

Find out more at syneoshealthcommunications.com.

**Our services**

**INSIGHT**
- Advisor engagement
- Behavioural insight
- Influencer identification
- Multichannel strategy
- Research and insights
- Social listening
- Trend mapping

**CREATIVITY**
- Advertising and campaign development
- Branding and naming
- Digital and social
- Innovation acceleration
- Medical communications
- Payer communications
- Scientific platform development

**ENGAGEMENT**
- Advocacy
- Clinical trial recruitment
- Community management
- Corporate communications
- CSR
- Disease awareness
- Employee engagement
- Public affairs
- Reputation and risk management

**ANALYSIS**
- Analytics and measurement
- Data visualisation
- KPI workshops
- Market simulation
- Measurement planning
- Traditional research

**Agency Information**

<table>
<thead>
<tr>
<th>Location</th>
<th>10 Bloomsbury Way, London, WC1A 2SL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td><a href="http://www.syneoshealthcommunications.com">www.syneoshealthcommunications.com</a></td>
</tr>
<tr>
<td>Telephone</td>
<td>+44 (0)20 7632 1800</td>
</tr>
<tr>
<td>Total staff</td>
<td>250-500</td>
</tr>
<tr>
<td>Healthcare staff</td>
<td>Over 250</td>
</tr>
<tr>
<td>Agency age</td>
<td>20-30 years</td>
</tr>
<tr>
<td>Status</td>
<td>Networked</td>
</tr>
</tbody>
</table>

**Key Contact**

<table>
<thead>
<tr>
<th>Name</th>
<th>Dan Bunce</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job title</td>
<td>Business Development Lead EU</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:daniel.bunce@syneoshealth.com">daniel.bunce@syneoshealth.com</a></td>
</tr>
<tr>
<td>Telephone</td>
<td>+44 (0)20 7632 1820</td>
</tr>
</tbody>
</table>

Syneos Health Communications’ online profile is available at www.pmlive.com/140/syneos_health_communictions
The Creative Engagement Group

We’re an unusually shaped group of communications companies focused on engaging audiences through the creation and delivery of live experiences, physical environments, film, digital & immersive, employee engagement, learning, healthcare communications and training.

United by a philosophy to ‘Create Unforgettable’, The Creative Engagement Group provide an international client base with the ability to generate deeper levels of engagement with their audiences.

The Creative Engagement Group is made up of five agencies:
• WRG
• The Moment
• Axiom
• Just Communicate
• Forty1

*Content taken from The Creative Engagement Group’s full profile which you can see online at www.pmlive.com/t40/the_creative_engagement_group

Agency Information
Location 22-24 Torrington Place, London, WC1E 7HJ
Website www.tceg.com
Email Hello@tceg.com
Telephone +44 (0)20 3073 2323
Total staff 250-500
Healthcare staff Over 250
Agency age 1-2 years
Status Networked

Find your perfect communications partner on PMHub
www.pmlive.com/pmhub
Concentric Health Experience

Health is at the very center of being human. For some, making healthful choices is business. But for others, it’s life. As purveyors of healthcare brands, it’s our responsibility to help people live their best lives. At Concentric Health Experience, we put behavioral science at the core of every relationship we build, with experience architecture as the brick and mortar to make it real.

For 17 years, Concentric Health Experience has been building experience-driven health brands that uniquely shape the promise of medicine into stories that ignite the human spirit, helping people understand their health and embrace the treatments to improve it.

You make the medicine. We make it matter.

Awards

Med Ad News:
- 2018 Agency of the Year
- 2018 Best Consumer Campaign

PM360 Trailblazer Award:
- 2018 Best DTC Campaign
- 2018 Best Self-Promotion

PM360 Greatest Creators

DTC Perspectives:
- Best OOH Global

Creative Floor Winner:
- Symposium
- Patient Mixed Media
- Charity Website
- Best Suit (x2)
- Bravest Client

Modern Healthcare Impact:
- Best of Show
- Best Integrated
- Best Print Campaign

Agency Information

Location
330 Hudson Street, 5th Fl.
New York, NY 10013

Website
www.concentrichx.com

Email
kbegasse@concentrichx.com

Telephone
+1 (212) 633-9700

Total staff
150-250

Healthcare staff
150-250

Agency age
15-20 years

Status
Networked

Key Contact
Name
Zoe Healey

Job title
Global Strategy Director

Email
zhealey@concentrichx.com

Telephone
+44 (0)203 780 4635

Concentric Health Experience’s online profile is available at www.pmlive.com/t40/concentric_health_experience
Four Health offers integrated solutions aimed at healthcare professionals, patients and policy makers on a global basis.

Beautiful things happen when you put the right ingredients together. It’s the reason that we mix behaviour change experts with content creators, PR gurus with advertising geniuses & sector specialists with insightful planners. It helps us tackle challenges differently. And create seamless, integrated campaigns in health that stand apart from the crowd. It’s what we call The Power of Together Four Health offers unique insights and integrated solutions for healthcare professionals, patients, policy makers and payers.

Our trademarked processes & proprietary data DataHub360 draws on proprietary data gathered from over 70 million physician & patient interactions in over 50 countries online annually. This insight can be used to set genuine benchmarks, define digital success & implement best practice without a costly learning curve.*

OPEN Health Patient & Brand Communications

The expertise & heritage of 3 long-standing OPEN Health companies (LEC, Reynolds Mackenzie & The Earthworks) have been brought together to form a multi-skilled healthcare communications agency with patient outcomes at the heart. Our expertise covers creative, market insight, patient engagement & PR.

Our ability to create work that genuinely drives change is in our DNA. Created by the coming together of strong, iconic legacy agencies with deep specialism in advertising, PR, patient engagement and market research, we are unique in our ability to deploy deep-rooted, proven expertise to meet your need. We realise that success is driven not only by depth, but also by the breadth of expertise you apply to a communications solution. We are unparalleled in the range of experts we can combine to meet your challenge as needed – not only across our own practice but from broader OPEN Health practices.*
VCCP Health

VCCP Health is the challenger agency for challenger brands. We transform the fortunes of Rx, OTC and wellness brands with big ideas that work across every touchpoint in the customer journey. Our work has often led to awards, but above all, it leads to results.

VCCP Health was founded in 2008, as a specialist team equipped to bring VCCP’s renowned challenger thinking to healthcare brands. As well as our name and London offices, we share the VCCP principles, designed to challenge the bad habits of big agencies. This means we keep teams small and agile and foster a happy, responsible work environment.

We pride ourselves on developing big ideas for healthcare brands that stand out, create intrigue and disrupt category conventions. Ideas that can change brand fortunes and change lives too.*

DDB Remedy London

We are a creative healthcare agency, who believe that by finding the right emotion, and telling a story that taps into that emotion through our creative, we can create the advantage for our clients and their brands.

People are complicated beings. We don’t just think, we feel. And emotions are what drives us to ACT. That’s where we come in. We’re a group of very human humans. A healthcare agency that digs deep. Very deep. We experience. We explore. And we understand. We never leave our humanity at the door. Because we believe it’s our greatest asset. And that empathy is a force for creativity. For every client, every brand, every brief, we find the emotion and create the advantage. Because people may not remember what you said, but they will remember how you made them feel. This will make them act. And when we act, everything is possible.

DDB Remedy – Create the Emotional Advantage*

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*Content taken from VCCP Health’s full profile which you can see online at www.pmlive.com/t40/vccp_health

*Content taken from DDB Remedy London’s full profile which you can see online at www.pmlive.com/t40/ddb_remedy_london

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Agency Information

VCCP Health

Location: Greencoat House, Francis Street, London, SW1P 1DH
Website: www.vccp.com
Email: info@vccp.com
Telephone: +44 (0)20 7592 9331
Total staff: Over 750
Healthcare staff: 30-40
Agency age: 10-15 years
Status: Networked

DDB Remedy London

Location: 12 Bishops Bridge Road, London, W2 6AA
Website: www.ddbremedy.co.uk
Email: hazel.soanes@ddbremedy.co.uk
Telephone: +44 (0)20 7258 3979
Total staff: 75-100
Healthcare staff: 75-100
Agency age: 10-15 years
Status: Networked
At RAPP Well, we focus on the individual. We understand digital, data and how to identify real, actionable insights that can make a difference to everyone’s journey through health. We combine deep healthcare expertise alongside best-in-class strategy, creative and technology from other industries. We are all living through a time of unprecedented change, whether doctors, payers, nurses, patients or carers. Change in how we behave, how we learn and discover, who we trust, how we look after ourselves in sickness and in health. At RAPP Well, we focus on the individual. We understand data and how to identify the real and actionable insights that can make a difference to everyone’s journey through health. We bring specific, deep expertise in healthcare, and combine that with the best-in-class creative, strategic, technology and data capabilities that we have developed to envision, create and deploy communication strategies and programmes across a multitude of other industry sectors.*

Agency Information

Location: Bankside 2, 90 Southwark Street, London, SE1 0SW
Website: www.rapp.com
Email: chris.buckley@uk.rapp.com
Telephone: +44 (0)20 3755 7168
Total staff: 250-500
Healthcare staff: 20-30
Agency age: Over 30 years
Status: Networked

*Content taken from RAPP’s full profile which you can see online at www.pmlive.com/t40/rapp_limited

Havas Life Medicom

Havas Life Medicom is an award-winning creative medical communications agency. We are in the business of creating future-ready ideas that result in enhanced relationships and a greater share of mind for your brand.

Online Profile: www.pmlive.com/t40/havas_life_medicom
Status: Networked
www.havaslifemedicom.com enquiries@havaslifemedicom.com +44 (0)20 8481 8100
Oi Ltd

Oi is a Marketing Innovations Agency, applying future thinking to today's communication challenges. Oi has worked in the Pharmaceutical and Life Sciences sector for 20 years and has proven experience of driving strategy, implementation and deployment of integrated multi-channel programs in more than 50 countries. Oi focuses on helping our clients Marketing teams to leverage the fast-changing landscape of new technologies such as Artificial Intelligence and Machine Learning to drive positive behavioural change across their clients’, whether Patients or Health Care Professionals, ultimately delivering higher revenues through improved patient outcomes.

Our reputation across multiple global brands and therapy areas is built on the delivery of outstanding, innovative digital solutions on time and on budget that deliver significant return on investment for our clients. Brands that work with Oi are consistently recognised both within their organisations and via industry awards as leading innovators within the market.

Agency Information

Location 2 Rockfield Business Park, Cheltenham, GL53 0AN
Website www.oi.co.uk
Email dave@oi.co.uk
Telephone +44 (0)1242 652000
Total staff 50-75
Healthcare staff 50-75
Agency age 15-20 years
Status Independent

*Content taken from Oi’s full profile which you can see online at www.pmlive.com/t40/oi_ltd

Purple Agency

Purple Agency is for anyone who wants it all. For the ones who want imaginative, beautifully crafted ideas, but only if they can actually get made - and work.

In our specialist Health division, we focus on three core areas to deliver results-driven communications:

- Strategy & Creative
- Campaign Development
- Creative Production

And six key areas of influence:

- Disease awareness
- Brand Launch
- Brand Revitalisation
- Key Messaging
- Positioning
- Conceptual Creative

Working across ethical, OTC and wellbeing brands, Purple Health is uniquely positioned to help our clients make the impact they deserve to make.

Agency Information

Location Priestley Road, Basingstoke, Hampshire, RG24 9LZ
Website purple.agency
Email hello@purple.agency
Telephone +44 (0)1256 631 660
Total staff 100-150
Healthcare staff 30-40
Agency age 10-15 years
Status Independent

Content taken from Purple Agency’s full profile which you can see online at www.pmlive.com/t40/purple_agency
14 Life Healthcare Communications

A full-service, integrated creative communications agency that covers all channels and media, so we can select the mix that will best serve your needs. Our starting point is your customers – who they are, what they need, and where they look for it. We have worked with many audiences and business areas, but we have special expertise in healthcare.

Online Profile: www.pmlive.com/t40/life_healthcare_communications
Status: Independent
Website: www.life-healthcare.com
Email: info@life-healthcare.com
Telephone: +44 (0)1344 899 050

15 Sudler London

We could tell you Sudler London is a creative agency supporting the healthcare industry. We could tell you we have over 70 experts in advertising and promotion, strategy or innovation. We could tell you about our years of experience creating and developing local, ‘glocal’ and global campaigns. We could also tell you that as part of WPP, we can draw on the talents of over 50,000 colleagues in the health and personal care sector from 1,380 locations. But we’re not going to do that. Because, at Sudler London, we believe the most motivating narratives don’t come from simply talking data, but from telling stories with real, human angles.

Online Profile: www.pmlive.com/t40/sudler_london
Status: Networked
Website: www.sudler.com
Email: sudlerlondon@sudler.com
Telephone: +44 (0)20 3880 0547

16 RFA Advertising & Marketing

RFA is an integrated creative agency with more than 20 years’ experience working with leading life-science companies. Based in Oxford, the agency specialises in delivering innovative branding solutions through forward-thinking strategic direction, creative vision and digital expertise.

Thanks to a highly experienced team of account managers, RFA has an impressive track record of managing global projects to tight deadlines. The agency excels at supporting corporate co-creation, as well as navigating complex approval processes – they’re accredited by a number of CRM/CLM platforms, including Veeva, Mi Touch, OCE and Agnitio.

The quality of RFA’s work is consistently high and well received, winning numerous awards from bodies such as the PM Society and the VMA. From disruptive poster campaigns to arresting web content, cutting-edge apps to innovative eDetail aids, the agency brings a unique creative-digital synergy to everything it does, setting brand messages ablaze with winning concepts and seamless delivery.

*Content taken from RFA’s full profile which you can see online at www.pmlive.com/t40/rfa

Agency Information

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<th>Location</th>
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<tr>
<td>Website</td>
<td><a href="http://www.rfa.co.uk">www.rfa.co.uk</a></td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:info@rfa.co.uk">info@rfa.co.uk</a></td>
</tr>
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LinkedIn: linkedin.com/company/rfa-advertising-and-marketing
Twitter: @RFA_Advertising
17 Precisioneffect London

Precisioneffect is a healthcare advertising agency dedicated to working with companies seeking to change the standard of care.
A multi-award winning agency, we provide digital and creative services on a global, regional and local level for the pharmaceutical industry.

**Online Profile:** www.pmlive.com/t40/precisioneffect_london
**Status:** Networked
**Website:** www.precisioneffect.co.uk
**Contact:** hello@precisioneffect.co.uk
**Phone:** +44 (0)1753 860 046

18 Bedrock Group

Bedrock Group is an independent provider of medical communication solutions and healthcare experience research.
Working with forward thinking clients, we provide clear audience understanding, enabling us to imagine, create and deliver focused, relevant programmes that ultimately improve healthcare.

**Online Profile:** www.pmlive.com/t40/bedrock_group
**Status:** Independent
**Website:** www.bedrock-health.com
**Contact:** freethinking@bedrock-health.com
**Phone:** +44 (0)1252 240 200

19 CDM London

We are a lifechanging creative agency in health and wellness.

**Online Profile:** www.pmlive.com/t40/cdm_london
**Status:** Networked
**Website:** cdmlondon.com
**Contact:** pbartlett@cdmlondon.com
**Phone:** +44 (0)20 8618 1800

20 Virgo Health

Virgo Health is a leading provider of global healthcare communications. The Pharmacy is Virgo’s full creative production studio, which is dedicated to healthcare brand and design.

**Online Profile:** www.pmlive.com/t40/virgo_health
**Status:** Networked
**Website:** www.virgohealth.com
**Contact:** reception@virgohealth.com
**Phone:** +44 (0)20 3900 6000
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<td>Cherry</td>
<td>We are a full-service award-winning global healthcare communications agency that grows brands and careers.</td>
<td><a href="http://www.cherrythinking.com">Website</a></td>
<td><a href="mailto:info@cherrythinking.com">Email</a></td>
<td>+44 (0)20 7940 7310</td>
</tr>
<tr>
<td>22</td>
<td>woolley pau gyro</td>
<td>woolley pau gyro is a creative agency working on pharmaceutical and medical device brands for pan-European and global clients. We combine award-winning ideas with deep strategic expertise. Our case studies span pretty much everything healthcare means now.</td>
<td><a href="http://www.woolleypaugyro.com">Website</a></td>
<td><a href="mailto:ed@woolleypaugyro.com">Email</a></td>
<td>+44 (0)20 7836 6050</td>
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<td>23</td>
<td>Blue Latitude Health</td>
<td>Blue Latitude Health is a creative marketing consultancy, made for modern healthcare. Combining the commercial focus of a consultancy with the creativity of an agency, we operate globally and regionally at a brand, portfolio and organisational level.</td>
<td><a href="http://www.bluelatitude.com">Website</a></td>
<td><a href="mailto:hello@bluelatitude.com">Email</a></td>
<td>+44 (0)20 3328 1840</td>
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<td>24</td>
<td>Wordbird</td>
<td>Wordbird is a multichannel, creative healthcare communications agency. Our purpose is to make it marvellously easy for everyone to say ‘I get it’ - HCPs, patients, consumers or internal audiences. Our clients say we are different because we are unusually strong on creative AND strong on science.</td>
<td><a href="http://www.wordbird.london">Website</a></td>
<td><a href="mailto:flock@wordbird.london">Email</a></td>
<td>+44 (0)207 622 5236</td>
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</tbody>
</table>
Solaris Health: The Beauty of Detail. We are a strategic medical communications agency that creates compelling, integrated campaigns globally. Our work is carefully planned, expertly crafted and seamlessly integrated to deliver outcomes with elegance, precision and real impact.

**Online Profile:** www.pmlive.com/t40/solaris_health
**Status:** Networked  
www.solarishealth.com  
mail@solarishealth.com  
+44 (0)208 332 2222

Brandcast Health
Join the Digital MedComms Revolution! With a head for medical, creativity at our heart and the skills to develop cutting-edge digital solutions, Brandcast Health is the perfect partner for a truly integrated MedComms strategy.

**Status:** Independent  
www.brandcasthealth.com  
Online Profile: www.pmlive.com/t40/brandcast_health

earthware are a creative digital agency that solve real world problems through digital consultancy, websites & applications. If you’ve identified a problem faced by your patients or healthcare professionals, or if you’ve spotted an opportunity that is yet to be realised, we’re the agency to turn to.

**Status:** Independent  
www.earthware.co.uk  
Online Profile: www.pmlive.com/t40/earthware

Dice Medical Communications is an independent communications agency that works with our clients to help launch, build, and continually develop great pharmaceutical brands. We do this by creating Pharma cohesion™. Pharma cohesion™ helps brands thrive by continually shaping and adapting the conversation with all stakeholders, in a consistent, cohesive way. Brands nurtured with Pharma cohesion™ thrive because:
- customers, whether they are prescribers, payers, carers or patients, know exactly what to expect from your brand in terms of how it impacts on their lives
- your brand communication is always in tune with therapeutic sentiment which also helps to withstand competitive challenges

**Online Profile:** www.pmlive.com/t40/dice_medical_communications
**Status:** Independent  
www.dice-comms.co.uk  
hello@dice-comms.co.uk  
+44 (0)1628 397 830

For Kanga, working for patients means working with patients. Co-creation with patients and healthcare professionals is Kanga standard practice - we help our clients to listen well. This insight informs our digital transformation work, strategy development, and award-winning digital projects.

**Status:** Independent  
www.kangahealth.com  
Online Profile: www.pmlive.com/t40/kanga_health_ltd

bmore group
OUR PROMISE: BETTER HEALTH FROM TRIAL TO TREATMENT. We are a full-service independent advertising and marketing agency. Founded in 2010 as bmore creative, we have evolved into bmore group. We have four specialist divisions educated, creative, digital and connected. In short, we simplify complexity.

**Status:** Independent  
www.bmore.group  
Online Profile: www.pmlive.com/t40/bmore_group
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38 HUG Advertising
HUG HEALTH is simply a close-knit team specialising in Award Winning Healthcare Communications. We believe in honest relationships and in delivering creative excellence - whatever the budget.

Status: Independent
www.hug-advertising.co.uk
Online Profile: www.pmlive.com/t40/hug_advertising

39 McCallan Marketing
McCallan is a specialist healthcare communications agency. We work with our clients to help them communicate effectively with their audience. Our work is characterised by plain language and impactful visuals designed to deliver engaging, memorable and persuasive messages.

Status: Independent
www.mccallanmarketing.com
Online Profile: www.pmlive.com/t40/mccallan_marketing

40 Insypher Ltd
We combine creative data insight tools with commercial expertise to make data relevant and easily digestible. Through the effective use of intelligent data, we help our clients successfully shape their strategy to meet internal and external needs. insypher, therefore, clarity.

Status: Independent
insypher.com
Online Profile: www.pmlive.com/t40/insypher_ltd

Find out more about PMLive’s Top 40 agencies by reading their full profiles online.

Visit www.pmlive.com/t40 to check out the full profiles.

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The T40 is not a comprehensive list of all agencies working in the healthcare sector.
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PMGroup accepts no liability for any loss or damage caused by incorrect or misleading data supplied or approved by an agency.
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