



Pharma Partnering

Business Partners On Demand

Case Study 8 – Digital Support to Pharma Marketing Team

Client

A manufacturer of a potential block-busting orphan drug for rare liver diseases with their European HQ in London. Essentially a start-up business but building infrastructure for the future.

Brief

Absorb and understand the brand plan at regional (Europe) level, specifically the digital capabilities and channels identified to engage HCPs and other stakeholders. Support the regional marketing team with specialist channel and capability / platform knowledge sourced from own knowledge, professional networks, conferences and vendor engagement.

Solution

Provided valuable subject matter support and research resources aligned to digital aspects of brand plan. Engaged with specialist vendors and communities to define then propose functional and technical approaches to business requirements arising from the digital and multichannel landscape.

If you are interested in working with us or have any questions, you can get in touch by emailing us at info@pharmapartnering.co.uk or by calling +44 (0) 7887 686392 or +44 (0) 1622 814792

Pharma Partnering
2 Jubilee Cottages
Lees Road
Laddingford
Maidstone. Kent. ME18 6DD

+44 (0) 1622 814792
+44 (0) 7887 686392

info@pharmapartnering.co.uk

