



Ashfield

HIT THE GROUND SOLVING



**Ashfield is a global leader in commercialization services for the healthcare industry.** Our teams of healthcare experts are agile and responsive. We build creative, scalable, and tailored health solutions that are flawless in their execution, to deliver positive outcomes for patients, and add value to your business.

**What we do**



ADVISORY

**Advisory**

We partner strategically with clients to accelerate performance by applying healthcare industry expertise with outstanding execution.



HEALTHCARE COMMUNICATIONS

**Healthcare Communications**

We connect insight, intelligence, and expertise to flawlessly execute powerful multichannel communication solutions.



COMMERCIAL

**Commercial**

We deliver tailored, scalable, and effective sales and marketing solutions to maximize our clients' returns.



PATIENT SOLUTIONS

**Patient Solutions**

We provide agile, innovative, educational and adherence support services to achieve better outcomes.



MEDICAL AFFAIRS

**Medical Affairs**

We apply in-depth knowledge and unsurpassed expertise in all aspects of medical affairs.

**Ashfield Advisory**

We partner strategically with our clients to accelerate performance by applying healthcare industry expertise with outstanding execution. Our Advisory professionals span the healthcare industry providing audit services and management consulting expertise. Ashfield Advisory services encompass our latest acquisitions of STEM Healthcare and Vynamic. STEM Healthcare's unique service uses a proven, evidence-based methodology to quantify and benchmark organisational alignment, and quality of execution to create practical action plans to accelerate brand performance. The Vynamic healthcare industry management consultants work across the interwoven sectors of the healthcare industry to provide services ranging from strategic planning, process design, vendor selection and management, systems implementation, and organizational change.

**Ashfield Healthcare Communications**

We are a network of multi-award-winning agencies. Our experts support the expanding role of medical affairs and brand commercialization from the rarest diseases to the blockbuster brands and large disease franchises. We've grown to become one of the world's largest networked agency groups, delivering compelling creative scientific communications, rooted in deep scientific and behavioural insights. But it's our personal partnership approach at local, regional, and global levels and our constant innovation that keeps our clients coming back, trusting our experts as part of their teams.

**Our services include:**

- Behavioural science
- Creative branding and marketing
- Digital strategy and solutions
- External expert programs
- Healthcare communications consulting
- Strategic communications - HUMANISE
- Live and virtual meetings
- Medical education
- Multi-sponsored scientific congresses
- Patient engagement strategy and programs
- Publication planning and medical writing
- Scientific and consumer PR.

**We are partners in your success.**



AGILITY

EXPERTISE

DEPENDABILITY

FLAWLESS EXECUTION

RESPONSIVENESS



**Ashfield Commercial**

We are the no.1 contract sales organization (CSO) in 12 countries across the globe, delivering market-leading solutions for over 20 years across Europe, the US and Japan. We continually innovate, invest and use intelligent analytics to maximise our customers' returns, every time.

With over 5,000 pharmaceutical sales representatives, hospital specialists, key account managers, remote representatives, field service teams and medical science liaisons worldwide, we've got a reputation for genuine partnerships and talented people.

Our Meetings & Events teams deliver flawless healthcare meetings throughout the product lifecycle with certainty and impact to enable clients to achieve their clinical and commercial goals.

**Ashfield Patient Solutions**

We're a leading global provider of innovative and scalable patient solutions. We help our clients support the patient experience, create adherence strategies and promote improved outcomes. With our long-standing experience, we recruit, train, and manage highly-skilled clinical educators, and work across many therapy areas, including rare diseases and medical device support.

We also deliver compliant education for HCPs, providing accurate information to help them identify the most appropriate treatment plans for patients. All our educational and support services are designed around patients' needs and delivered with a human touch.

**Ashfield Medical Affairs**

We provide in-depth knowledge and unsurpassed expertise in all aspects of medical affairs. We support our clients to provide dependable medical information, demonstrate value to practitioners, payers and patients and navigate the healthcare landscape globally and locally.

**Our services include:**

- External expert engagement
- Insight, performance and training
- Medical education and information
- Medical Science Liaisons
- Meetings and events
- Patient strategy and engagement
- Pharmacovigilance services
- Scientific platform development and publication planning.



**Part of a powerful, global team**

Ashfield is proud to be part of UDG Healthcare plc. With over 9,000 people in 25 countries, UDG Healthcare plc provides innovative, outsourced services that deliver outstanding results and enable healthcare companies to bring their products quickly to market.

To find out how we've already helped clients, visit [www.activateashfield.com](http://www.activateashfield.com)

