



X-RAY



*Medical*



*Focused on Health*

**Creation of medical and marketing communication plans – Insights on key scientific communication objectives and messaging – Copywriting of high-value scientific content that your customers expect**

Our passion for health drives us to perfection. Since 24 years we have been developing and refining our know-how and core competencies to meet all your healthcare requirements. To truly understand the pharmaceutical industry, an agency needs experience on the customer side, as well as the healthcare professional and patient side. We let our many years of experience in pharmaceutical companies in medical functions, marketing, and sales flow into your communication. Our passion for health also ensures that the patient stays in focus along with your brand objectives, strategies, and vision. We deliver a medical communication experience as an extension of your team because we are healthcare professionals and former pharma employees with a passion for health.

## **Areas of Expertise**

- General Medicine
  - RX Prescribed Medication
  - OTC
  - Generics
- Health Technology/Medical Devices
- Medical Diagnostics
- Nutrition
- Wellness/Selfcare

# GREATER TOGETHER



<https://www.the-blocpartners.com/>

## *Healthcare Network* *The Blocpartners*

The BlocPartners was founded in 2004 on the premise of building a nimble global network of leading health creative agencies. Today, with X-Ray representing Switzerland, we are comprised of 23 collaborative agencies with 650+ world-class talents dedicated to health. As an integrated community working seamlessly across borders:

- **We have the breadth and depth to build customized solutions – be they global, regional, or local**
- **We deploy and integrate local assets to optimize global brand strategy, creative, local execution and performance**
- **We offer nimble, client-centric value models, with direct involvement of senior leaders in client business, to quickly and effectively respond to changing needs**



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