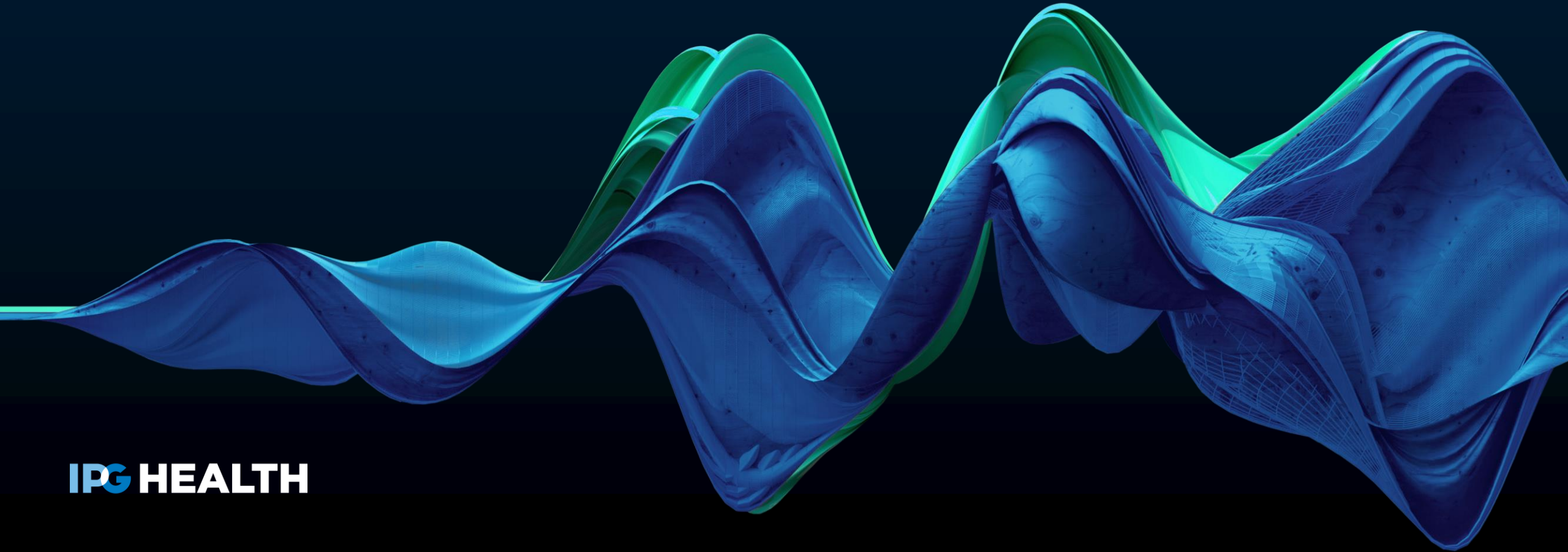


IPG Health x PhD



IPG HEALTH

Obsessed with doing what's right for **our clients,** **their brands** and **our people**



We solve the diversity of challenges involved in making a health brand or business successful.

Through an understanding of every healthcare landscape, stakeholder need, health technology, and modern marketing approach.

Because no one else has the scale, expertise, and integration of resources required to meet evolving brand, portfolio and business needs.

You can have confidence that you are making the best decisions for your brand or business, while enjoying an uncomplicated agency-partner relationship.

Cultivating a uniquely equity-based culture by ensuring a safe environment and fostering authentic inclusion that enables our people, creativity and innovation to flourish.



**We are a connected
network of
healthcare experts,
with extensive
global reach and
presence in all key
markets**



6000+

People across 6 continents

45

Full-Service AOR

8

Medical Communications

13

Specialized Agencies

Our strength is in the diversity of agency brands, approaches and personas across the network

Full Service AOR

The Americas

FCB Health New York
FCB Health Brasil
FCB Health Canada
McCann Health Brazil
McCann Health Canada
McCann Health Montreal
McCann Health New Jersey
McCann Health New York
McCann Health Toronto
AREA 23
Neon
FCBCURE
Humancare

EMEA

FCB Health Amsterdam
FCB Health Barcelona
FCB Health Frankfurt
FCB Health Hampshire
FCB Health London
FCB Health Madrid
FCB Health Paris
FCB Health Spain
IPG Health Berlin
IPG Health Frankfurt
IPG Health Germany
IPG Health Munich
IPG Health Paris
IPG Health Spain
IPG Health UK
McCann Health Barcelona
McCann Health France
McCann Health Frankfurt
McCann Health Italy
McCann London
McCann Health Madrid
McCann Nordics
McCann Health Paris
McCann Health Romania
McCann Health Spain

Middle East & Africa

McCann Health Dubai
FCB Health Istanbul
McCann Health South Africa

APAC

McCann Health Australia
McCann Health China
McCann Health India
McCann Health Hong Kong
McCann Health Japan
McCann Health Singapore

Medical Communications

AREA 23 ON HUDSON
Caudex
CMC Affinity
CMC Connect
Complete HealthVizion
Complete Regulatory
ProHealth
Trio

Specialized

90NORTH
BX (Brand Experience Design Group)
IPG Health Expert
IPG Health Consulting
McCann Health Engagement
IPG Health Global Market Access
McCann Health Managed Market Access
McCann Health Global Health
Mosaic Group
SOLVE(D)
Studio Rx
YuzuYello

Our best-in-class medical leadership

Our staff of experienced medical and scientific professionals has the ability to synthesize and understand medical and scientific data and translate that information into insights, strategies, and messages that support brand/product objectives. Our data optimization and message development processes demonstrate just a few of the ways we interact with our clients.

Both our Medical and Strategic Planning groups are integrally involved in the strategic development of the brands and products we help steward. Our philosophy is to break down the barriers between disciplines to ensure total focus on the success of the brand. Hence, the deep involvement of every team member in refining and optimizing the strategy and bringing the science to life through engaging creative programs designed for each audience.

PhDs

283

MDs

24

PharmaDs

45

MS

93

MPH

6

MD/PhDs

3

ED

3

PA

1

NP

1

abbvie



AMGEN



BAUSCH
Health



We work with all the
top 25 pharmaceutical
companies

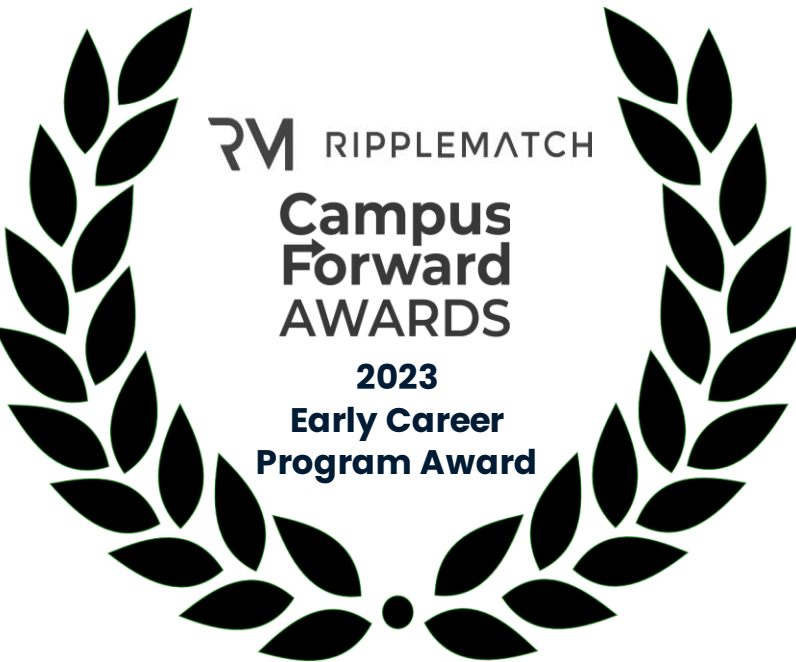
CSL™



GSK



teva



2022
Network of the Year



2022, 2021, 2019, 2018
Healthcare Network of the Year



The network's agencies garnered
55 wins and 11 shortlists



PhD Offerings

Deliverables

Examples of medical deliverables we create:

Publications

- Manuscripts
- Abstracts/Posters
- Oral presentations

Med Affairs/Medical Affairs

- Educational/training materials (internal/external)
- Literature/congress surveillance
- Ad boards

Promotional

- HCP/patient websites and brochures
- CVAs, IVAs, MOA/MOD videos
- Medical strategy recommendations, pitch work, med 101s

Promotional vs. Med Ed

Main differences between medical strategy in promotional vs. medical education:

- **Promotional:** Brand champion/scientific steward for HCP & DTC brands.
 - Teacher, researcher, scientific resource, content creation
 - Work behind the scenes and client-facing presentations
- **Medical Education/ Comms:** Functions as a medical writer for a peer-to-peer audience.
 - Sometimes considered the med ed version of a “copywriter.”
 - Prominent client exposure & collaboration

PhD & MD Job Opportunities & Offerings

We recruit individuals who have recently earned PhD or MD, or who was a Post-doc for roles such as:

- Research Associate

Medical Services

- Associate Medical Writer
- Medical Writer
- Associate Medical Director
- Medical Director

Editing

- Associated Medical Editor
- Medical Editor



Fuel is for everyone looking to start a career in medical communications, be it in writing, editing or account management.

- First-class training
- On-the-job learning
- Development at your own pace
- Guided by global experts



bold beginners

**Applications for Summer 2024
will open in November!**

- 9 Weeks
- Mentorship
- Lunch & Learns
- Group Project

IPG HEALTH

**Obsessed with
helping our
people grow**



Contact Information

- Reilly Eager–Campus Partner
- Dani Manko–Campus Recruitment Manager
- Kayla Johnson–Associate Director, Talent Acquisition
- Joy Gray– Director of Talent Acquisition
- Kam Feneque–Talent Acquisition Manager
- <https://ipghealth.avature.net/eventListing/Events?folderId=34823>



Contact Information–PhD Panelists

- Rebecca Riehl-rebecca.riehl@fcbcure.com
- Mary Jean Sawey-maryjean.sawey@trio-hc.com
- Saba Siddiqi-saba.siddiqi@area23hc.com
- Alexis Shirk-alexus.shirk@caudex.com

IPG HEALTH