

We're always thinking...



waterMEADOW
MEDICAL

Excellence in Medical Communications



We're always thinking.

And when an idea strikes, nothing else matters.

That's why we're Communicué Medical Communications Consultancy of the Year 2009 and 2010.

Although service lists may be similar, medical communications agencies are not all the same. At Watermeadow Medical, an award-winning, international agency, we offer you a different approach, a different level of commitment, a different way of thinking.

For us, it's all about getting it right. We have one of the largest and best in-house editorial teams in the business, with highly qualified expert writers and editors transparently identified and available to clients, encouraging a culture of responsibility and accountability.

And it doesn't stop at writing and editing. Our events, production, digital and graphics experts complement our editorial staff, allowing us to create flexible, integrated full-service project teams specifically targeting the needs of clients, whether a top 10 pharmaceutical company or specialised niche player.

Perhaps most uniquely for a company of more than 50 people, we also have exceptionally high staff retention (>95% in the last 2 years), so our staff build long-lasting relationships with our clients, adding value through continuity.

Together, these features mean that since we began in 1997, we've been delivering projects that exceed expectations, time after time. It's why more than 90% of our business comes from existing clients and why we're one of the most successful agencies in the field, with substantial and consistent growth year after year.

So whether your project is about communicating **science**, harnessing **creativity**, facilitating **education** or delivering a first-class, influential **event**, we're always thinking...



watermeadow
MEDICAL

Excellence in Medical Communications

Europe +44 1993 701 700

North America +1 212 404 2842

watermeadow.com

An ISO 9001 registered company

We're always thinking...

science

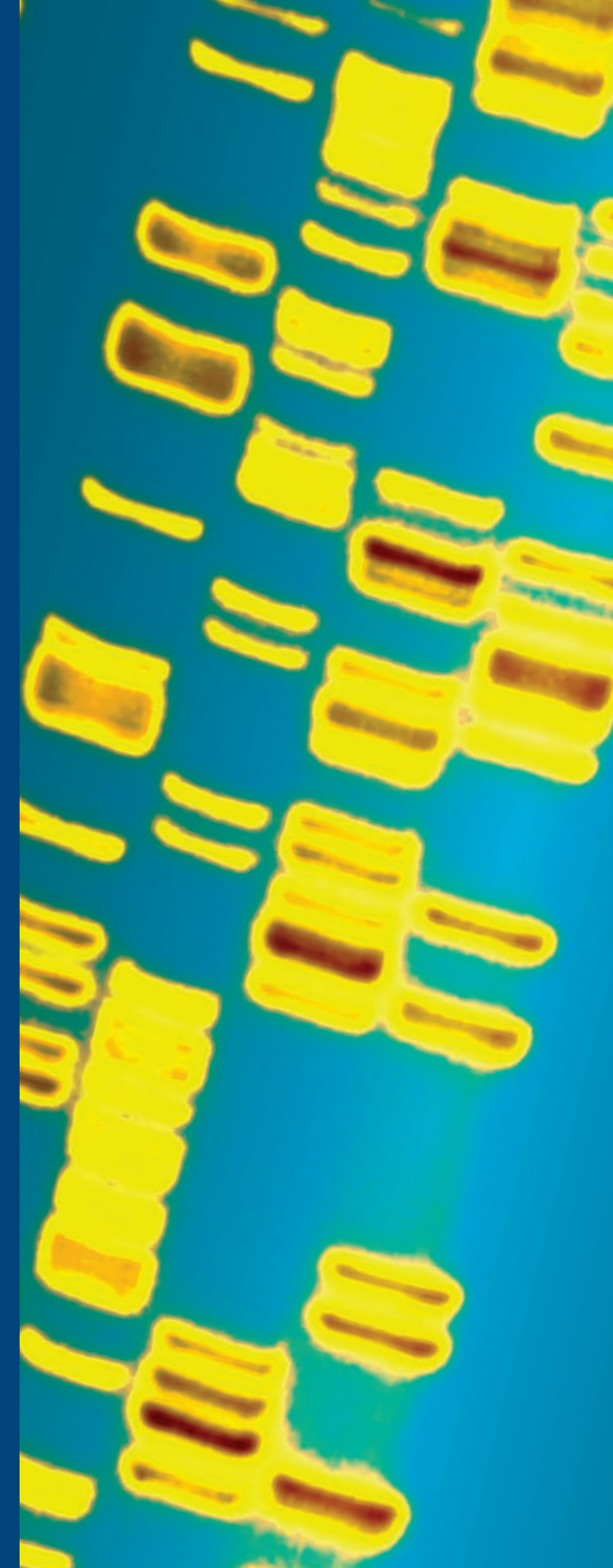
We are exceptionally proud of the talent and expertise of our editorial team, who work hard to ensure that our scientific offerings are accurate, appropriate and effective. More than 60% of our in-house writers are PhD/MD, and together they have more than 200 years of experience developing scientific communications at both a strategic and tactical level.

Every year, we support the development of hundreds of publications and thousands of slides working with investigators, experts and clients in many different therapy areas. Everything that we do is guided by a commitment to ethical communication: we stay up-to-date with developments in industry best practice such as Good Publication Practice (GPP-2), and are actively involved with the International Society for Medical Publication Professionals (ISMPP). Work with Watermeadow and you can be assured that your science is communicated well and responsibly.

"A fabulous experience – a pure delight to work with such dedicated professionalism."
Publications Manager, International Medical Affairs

... so the science stands out

- + advisor and expert mapping
- + study documentation
- + investigator communications
- + communications planning
- + publication planning
- + publications
- + slide sets



We're always thinking...

creativity

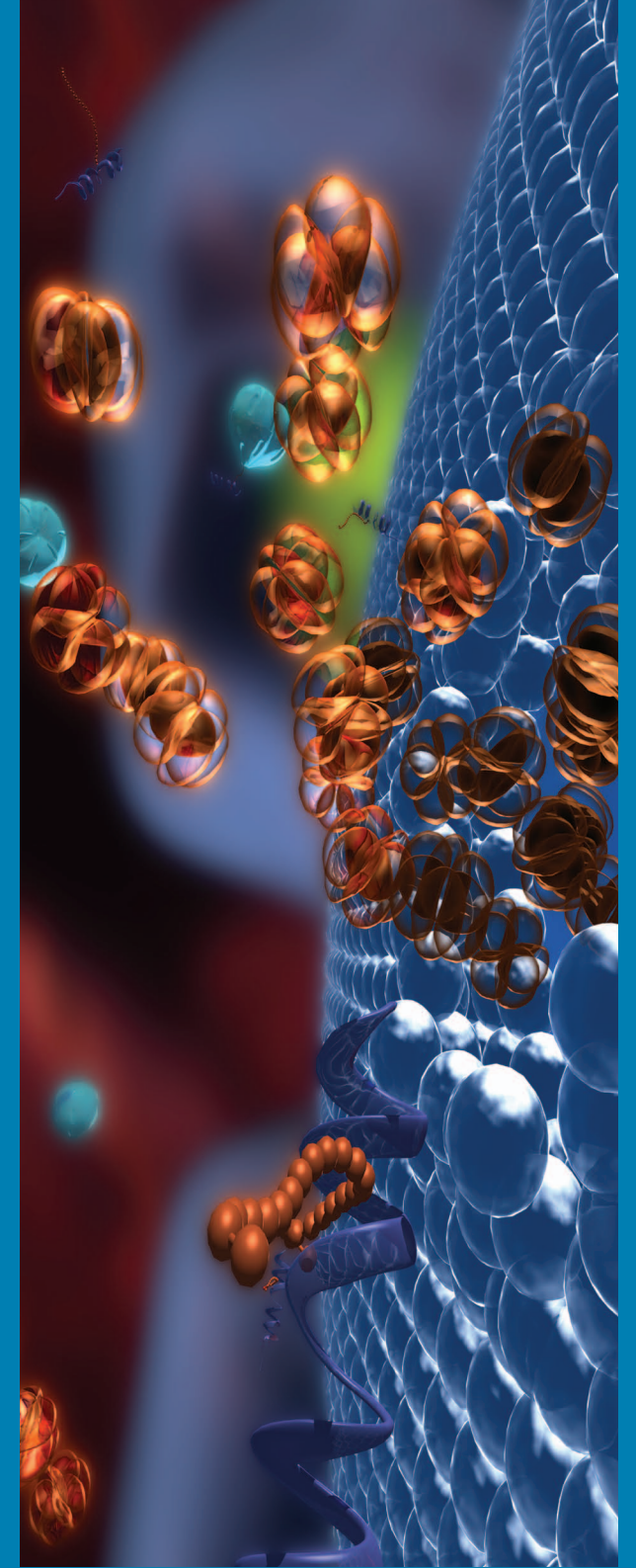
Sometimes the need to communicate complex information quickly is enhanced by a more creative or visual approach. In this situation, we unite scientific and creative flair to maximise the communication of your key messages to the people who matter. Whether it's digital, print or audiovisual, we deliver striking and influential communications that will set you apart from your competition.

And that's not just our opinion, our awards prove it!

"Your creativity is just fantastic – it was a true pleasure to work with you."
Global Project Manager

... about how to create an impact

- + scientific branding
- + animation
- + video
- + graphics
- + promotional materials



We're always thinking...

education

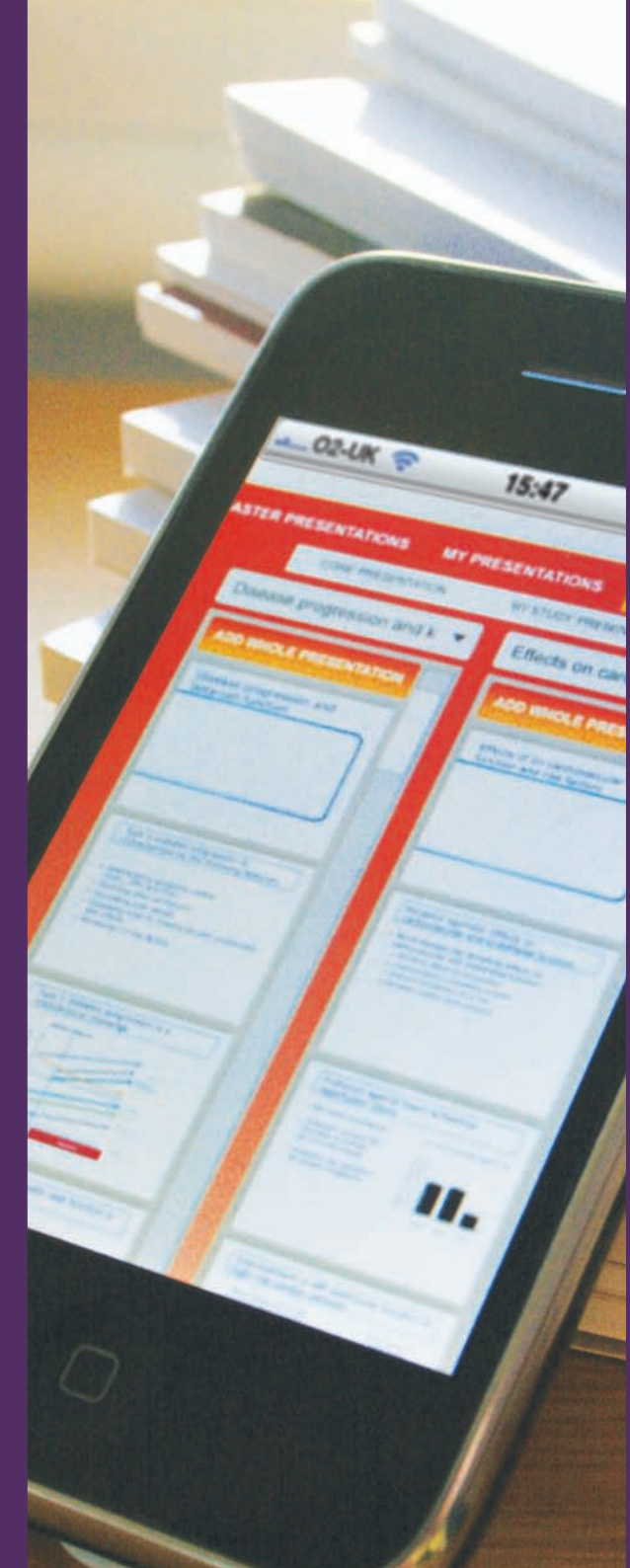
Successful medical education requires not only an understanding of clinical situation, but also an understanding of the principles of learning. We create medical education that is designed for learning, catering for different types of learners and integrating various learning formats. We recognise the importance of needs assessment, resulting in education that is targeted and influential.

Regardless of format or whether your audience is a pharmaceutical industry employee, healthcare professional or patient, we'll make sure your educational piece facilitates learning and promotes informed decision making.

"You have been the best agency I've ever worked with."
Education Manager

... of new ways to inspire informed choice

- + classroom materials
- + e-learning
- + blended education programmes
- + newsletters
- + briefing documents
- + CME



We're always thinking...

events

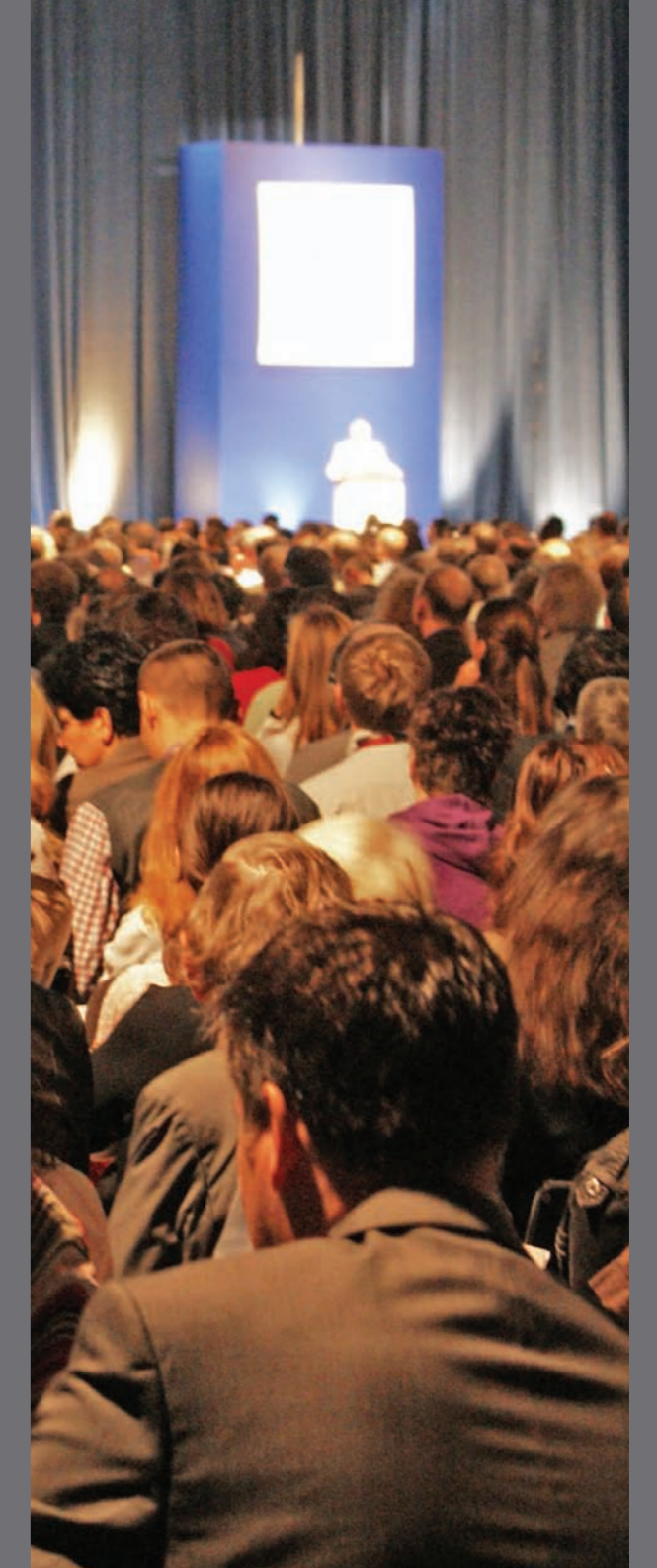
Since we began in 1997, we have delivered hundreds of very successful meetings throughout the world, ranging from small advisory boards to large standalone events. Our support is tailored to your needs and can include programme and content development, faculty and delegate liaison, branding, materials, logistics and on-site support. We can also help you with the development of effective post-event deliverables to prolong the life of your meeting.

Whatever your requirements, our in-house teams bring together talented and experienced event managers, editorial staff, and design and digital experts to help you deliver an event that enhances delegate experience and message delivery, incorporating the latest and most appropriate technology to fulfil your goals.

"Your dedication, professionalism, flexibility, passion and ability to stay cool has been truly impressive."
Global Programme Director

... about how to get the most out of your event

- + symposia
- + standalone meetings
- + roadshows
- + meeting in a box
- + advisory boards
- + exhibition activities



watermeadow
MEDICAL

Excellence in Medical Communications

Europe +44 1993 701 700

North America +1 212 404 2842

watermeadow.com

An ISO 9001 registered company