



HEALTHCARE CONSULTING





MISSION

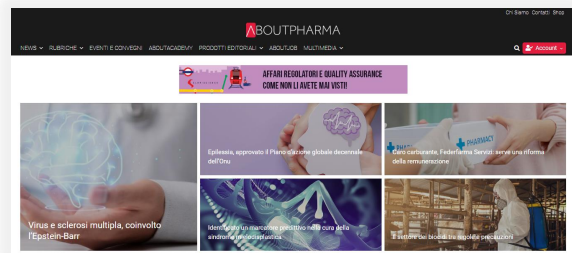
Being a partner of excellence for the stakeholders of the healthcare system through clear information, high-level education, integrated communication and strategic advice

VISION

Add value to the healthcare community for a health system that combines quality, innovation, sustainability, inclusion and universality



Ecosystem



Website



Magazine



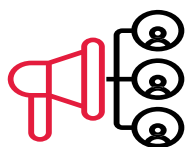
Speciali



White Paper



Riviste bespoke



Advertising



SEO



Email Marketing



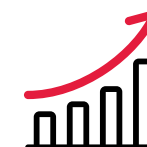
Social Media Marketing



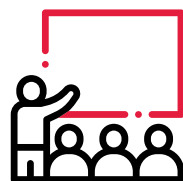
Video interviews



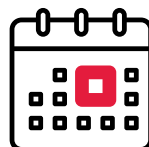
Podcast



Insight



Education



Events



CRM



Update



Networking



AboutPharma: the magazine

AboutPharma is the reference magazine for all the decision-makers and Life Sciences industry managers. AboutPharma covers topics related to healthcare governance, industry, news in the political, economic and legal space pertinent to healthcare, leveraging the expertise of its skilled journal bureau and a network of experts in different fields. Medical, science and research topics are covered mainly from the point of view of their regulatory, HTA, pricing and market access impact.



PUBLIC AND PRIVATE HEALTHCARE PROFESSIONALS

(doctors, pharmacists, hospital managers, clinics and institutes research)

LIFE SCIENCES INDUSTRIES

INSTITUTIONS

(governmental, parliamentary, regional)

UNIVERSITIES AND SCIENTIFIC SOCIETIES

ASSOCIATIONS

(patient and trade associations)

SERVICE COMPANIES

(CROs, financial, consulting, marketing, ADV and logistics)

MEDIA



AboutPharma Animal Health

AboutPharma Animal Health is the magazine focused on animal and environmental health and ecological transition. The magazine talks about policies, strategies, market dynamics, regulations and updates related to the world of research relating to the animal health sector, in close relationship, as established by the World Health Organization, to human health.



PUBLIC AND PRIVATE HEALTH PROFESSIONALS

(veterinarians, pharmacists, health managers)

ANIMAL HEALTH AND LIFE SCIENCE INDUSTRIES

INSTITUTIONS

(governmental, parliamentary, regional, zooprophyllactic institutes)

UNIVERSITIES

ASSOCIATIONS

(trade associations)

SERVICE COMPANIES

MEDIA

Editorial Products

ABOUTPHARMA GLI SPECIALI

Monographs on different themes, always centered on clinical, health governance and organizational topics edited by a specialized editorial staff.



ABOUTPHARMA WHITE PAPER

Digital publications, with embedded videos and/or other multimedia materials and links, focused on life sciences topics





AboutPharma.com

<https://www.aboutpharma.com/>

The online magazine dedicated to healthcare professionals, constantly updated on health and politics, business and market, regulatory and legal affairs, companies, science and research, digital health, work and animal health.

The screenshot shows the AboutPharma.com website interface. At the top right, there are links for "Chi Siamo", "Contatti", and "Shop". The main header features the "ABOUTPHARMA" logo in white on a dark background. Below the logo is a navigation menu with items: "NEWS", "RUBRICHE", "EVENTI E CONVEGNI", "ABOUTACADEMY", "PRODOTTI EDITORIALI", "ABOUTJOB", and "MULTIMEDIA". On the right side of the header, there is a search icon and a red "Account" button with a dropdown arrow. Below the header is a purple banner with the text "AFFARI REGOLATORI E QUALITY ASSURANCE COME NON LI AVETE MAI VISTI!" and an illustration of a train. The main content area is a grid of six article thumbnails. Each thumbnail consists of an image and a text overlay. The thumbnails are: 1. A glowing brain in a hand with the text "Virus e sclerosi multipla, coinvolto l'Epstein-Barr". 2. Hands holding a brain with a heartbeat line and the text "Epilessia, approvato il Piano d'azione globale decennale dell'Onu". 3. Hands holding a white box labeled "PHARMACY" with the text "Caro carburante, Federfarma Servizi: serve una riforma della remunerazione". 4. A DNA double helix with the text "Identificato un marcatore predittivo nella cura della sindrome mielodisplastica". 5. A person in a white protective suit in a farm setting with the text "Il settore dei biocidi tra regole e precauzioni".



Newsletter

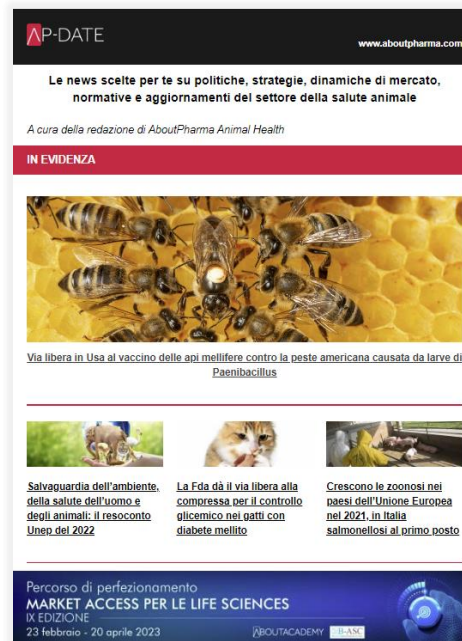
AP-DATE



Monday –
Friday
7.30 a.m.

The **daily newsletter** dedicated to users who opted-in through the portal www.aboutpharma.com. AboutPharma journalists select the main national and international news about the Life Science environment

AP-DATE Animal Health



The **bimonthly newsletter** dedicated to users who opted-in through the portal www.aboutpharma.com. AboutPharma journalists select the main news about policies, strategies, market dynamics, regulations and updates related to the world of research relating to the animal health sector

GLANCE, a view on healthcare



The **monthly LinkedIn newsletter** dedicated to the social community to discuss *at a glance* a topic of interest for the Life Science environment



Our numbers


200+


AboutPharma
Issues published


16.000+


Monthly copies (print
plus digital)


7.000+


Quarterly copies (print
plus digital)


110.000+


Monthly unique
visitors of
aboutpharma.com


30.000+


AP-DATE
Newsletter
members


115.000+


Follower on social
media



AboutAcademy

AboutAcademy is the HPS business unit that delivers training courses with a dual aim: to update participants on the trends of pharma and medical devices from a business and legal perspective and to deliver **upskilling** and **reskilling** courses targeted to managers who are willing to widen their skills and/or change role within or outside their organization.



EXPERTISE AREAS

Digital Communication
Legal & Regulatory
Management Skills
Market Access
Animal Health
Marketing & Sales
Medical Affairs
Operations



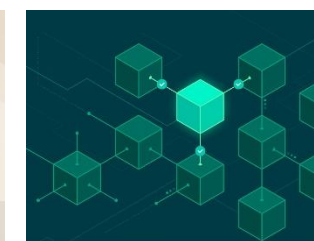
DIGITAL THERAPEUTICS
E METAVERSO
VIRTUAL TRAINING - 31 GENNAIO 2023



ANALISI DI BUDGET IMPACT
PER IL DOSSIER P&R
VIRTUAL TRAINING - 8 FEBBRAIO 2023



IL PAYBACK PER I
DISPOSITIVI MEDICI
MILANO - 14 FEBBRAIO 2023



LA BLOCKCHAIN NELL'INDUSTRIA
HEALTHCARE
WEBINAR - 21 FEBBRAIO 2023

600+

Manager trained

8,7/10

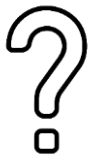
Courses'
satisfaction
average degree



AboutAcademy: tailor made courses

HPS is also able and willing to develop and deliver training programs that are tailor-made on specific customer needs.

PROGRAM STRUCTURE AND STEPS



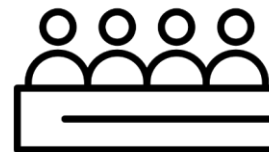
Completing
analysis of
customer
needs



Identifying
specific
knowledge gaps



Engaging
experienced
teacher



Involving
testimonials



Selecting
appropriate
format

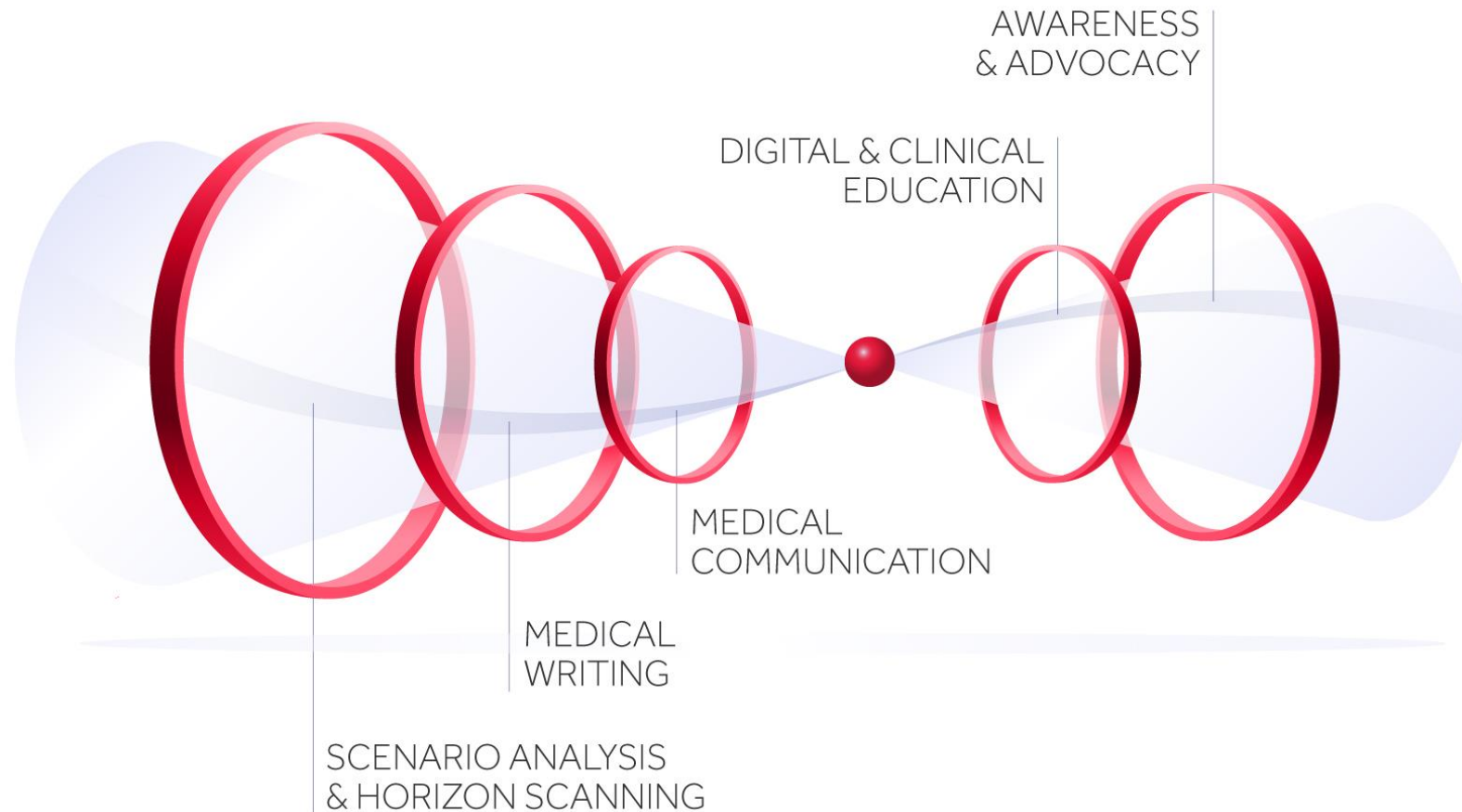


Delivering the
training course



Strategic Communication

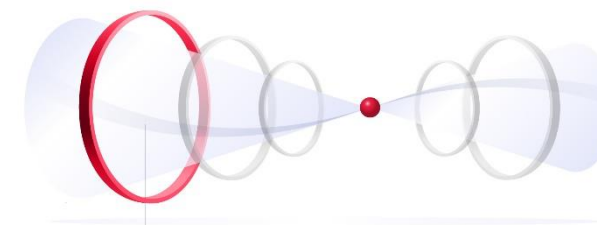
Two strategic communication pathways converge on this goal: on one side, the **product focus**, on the other side, an **optimal audience engagement**





Scenario, Analysis & Horizon Scanning

As a starting point of our **integrated strategic communication** programs, we analyse the competitive landscape with the customer, leveraging our internal knowledge and expertise with a solid network of experts. Available data are complemented with specific research activities to map-out the competitive scenario through surveys and targeted interviews.



SCENARIO ANALYSIS & HORIZON SCANNING



ADVISORY BOARDS

1.500

Opinion leaders engage in advisory boards developed by HPS in the **last three years**



COMPETITOR INSIGHTS

200+

Meetings/advisory boards organized physically or virtually in the **last three years**

12+

Therapeutic areas where we have solid expertise

Medical Writing

Medical Writing represents a core activity of our team with our **experienced members** at both **international and national levels** and a distinct bilingual ability to manage manuscripts in both English and Italian languages.

We manage **all the steps of manuscript development** in full compliance with the latest **GPP** (Good Publication Practices) and **ICMJE** (International Committee of Medical Journal Editors) guidelines till its publication, including:

Full manuscript preparation from the initial to the final draft

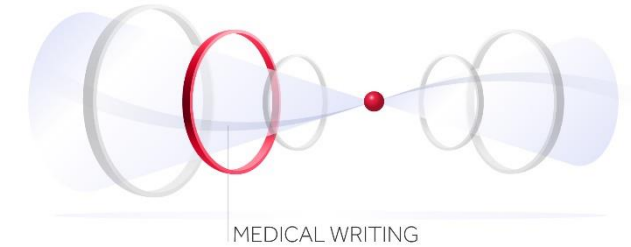
ASEO (Academic Search Engine Optimization) of the wordings

Development of figures and tables

Reference formatting

Submission to the journal editorial board

Post peer-review process management including rebuttal letter preparation





Medical Writing

We can also help the clients and authors in **specific activities**: data assessment, analysis and organization of the raw data, draft manuscript assessment, English language editing, and everything needed to publish the manuscript in the shortest possible time when fast-track is available.

We also help the clients in the **preparation of their presentations at international and national venues**, by preparing their abstracts, posters and supporting them in the delivery of their oral presentations.

We develop **training programs** on anything pertinent to data analysis, medical writing and scientific publications, targeted to clinicians and to medical affairs staff of Life Sciences industries. This activity is developed under the umbrella of the AboutAcademy brand.

125

Scientific publications
in different therapeutic
areas
in the **last three years**

92%

Manuscripts
accepted
and published

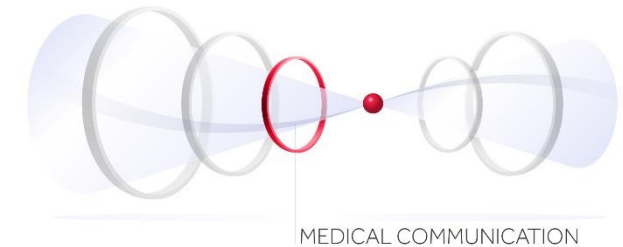
35%

Accepted
after the submission
to the first choice
journals



Medical Communication

Choosing the most appropriate communication tools is the last, fundamental activity in a well-designed strategic communication program. In HPS we have developed a variety of tools for a thorough multichannel communication, by combining our medico-scientific experience and scientific journalism with the capability to develop unique and effective products.



MED COMMS JOURNALS

ENDURING MATERIALS FOR E-DETAILING

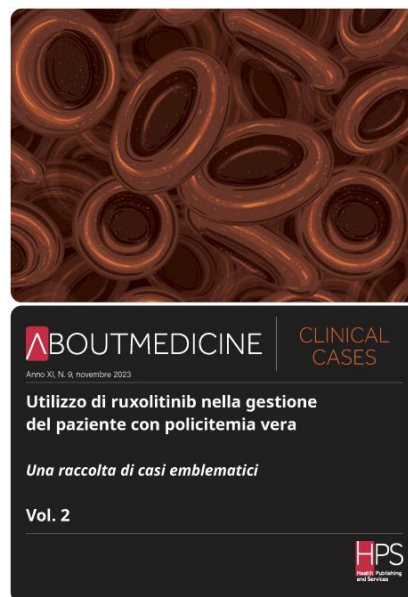
EDUCATIONAL PROGRAMS

Medical Communication: AboutMedicine



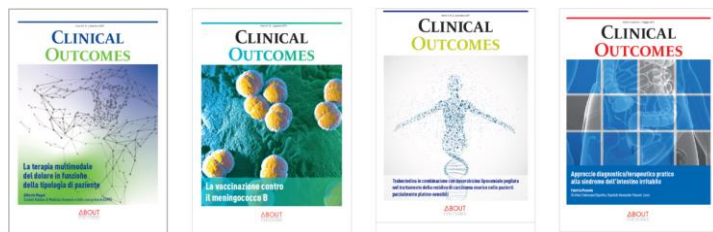
Content for healthcare professionals only

AboutMedicine content is focused on clinically relevant information in varied therapeutic areas. Different spin-offs as described below (Spotlight, Clinical Cases, Flash, Highlights) allow maximizing both its scientific rigour and flexibility in meeting communication needs.





Medical Communication: other publications



Clinical Outcomes

Analyses and valuations on efficacy and safety of therapeutic interventions



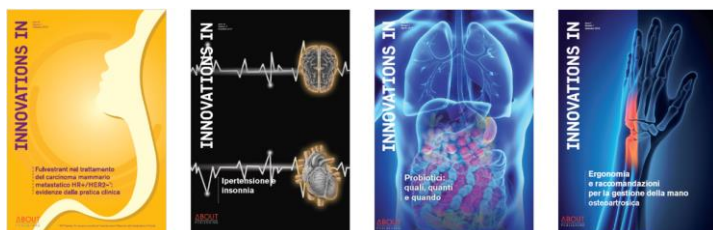
Clinical Brief

Content of the journals is now offered in an interactive format allowing both at-a-glance and more in-depth coverage of clinical scenarios



AboutPharmacoeconomics

The journal publishes pharmacoeconomic and health technology assessment studies relevant for clinicians, hospital pharmacists and payors fostering a Value-Based Healthcare



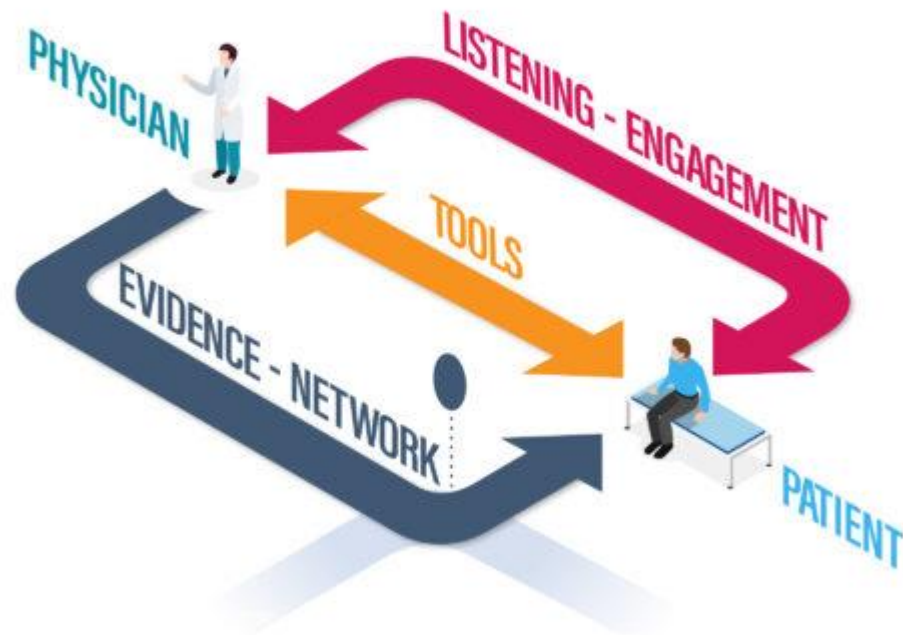
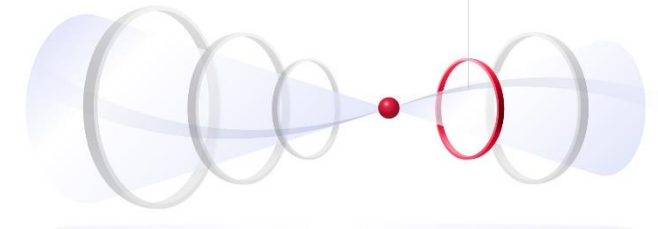
Innovations In

Reviews focused on innovation in medicine, both from a drug and medical device perspective

Digital & Clinical Education

In HPS, we develop digital & clinical education programs focused on all three pathways, leveraging our expertise and a network of specialists in many different areas.

DIGITAL & CLINICAL EDUCATION



The key digital pathways can be clustered in 3 main areas:

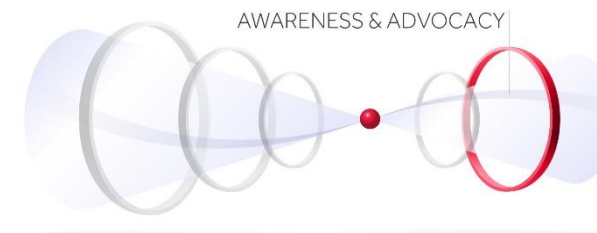
Research and scientific dissemination, summarized by **Evidence and Network**

Physician-patient interaction summarized by **Listening and Engagement**

The area of digital diagnostics, therapy and follow-up, summarized by **Tools**

Awareness & Advocacy

HPS can develop a variety of projects in the Awareness & Advocacy space. Articulated multi-stakeholder projects that require the orchestration of different profiles stem from these activities.



Typically, the projects include the organization of one or more discussion tables aiming at:

Align participants around the scope of the project

Make stakeholders aware of specific topics and unmet needs

Define the priority of topics in scope

Define one or more outputs that help disseminating the stakeholder's point of view

These discussion tables are often followed by editorial outputs and presented during seminars or events happening at important venues



Corporate Events

HPS creates exclusive meeting opportunities for healthcare professionals during three major events focused on new trends in the Life Sciences world, Digital innovation and Medical Devices.



The **AboutFuture Leaders' Talks** is a not-to-be missed yearly event where the **role of leaders** in pharma, biotech, medical devices and other Life Sciences companies is discussed



The **About Medical Devices** is an yearly event focused on key topics pertinent to the **Medical Devices** space and targeted to key stakeholders such as companies, institutions, logistics and technological players, legal and consulting firms, insurance companies

**Four events where people
feel at the heart of a
community.**



AboutPharma Digital Awards is the most prestigious award in Italy for projects that add value to the **digital healthcare space** with the ultimate aim to make our national health system more technological, innovative and sustainable



The **AboutPharma ESG Summit** is an event that explores **sustainability** within the healthcare space, with a specific focus on issues and challenges in the **ESG** (Environmental, Social, and Governance) framework



Our numbers



10
Editions

652
Application submitted to
the latest edition

69,31
Net Promoter Score

230+
Companies involved



7
Editions

290+
Attending the latest edition

13
Speakers



9
Editions

410+
Attending the latest edition

68,42
Net Promoter Score



130+
Attending the
latest edition

100+
Participants

75,68
Net Promoter Score

Timely Events and Conferences to stay up to date

We design and develop events of different sizes, working with partners and speakers of national and international relevance and engaging the best audience to satisfy our client's needs. Over the years, an in-depth knowledge of the healthcare sector has allowed us to nurture a growing network of academics, industry leaders and experts with unique backgrounds and skills.



Each event/seminar is embedded into our **ecosystem**, allowing the widest dissemination, communication and promotion to a targeted and engaged audience.

3000+

Participants to our
events

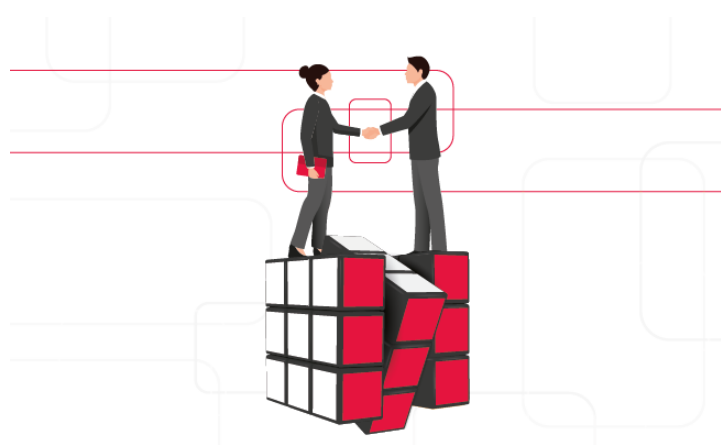
15

Key topics discussed

AboutJob

AboutJob is a privileged shop window where demands and offers for jobs are perfectly integrated into a web portal that daily informs, trains and updates the healthcare industry professionals.

AboutJob is uniquely positioned to fulfil the needs of both candidates and companies using our services.



For candidates, it is an access point to the job market.

For companies, it is an important search tool for their recruiting



500+

Job opportunities
published in
2021/2022