



THE SWEET SPOT FOR LIFE SCIENCE MARKETING

A LAUNCH AND GROWTH ENGINE FOR MODERN LIFE SCIENCE MARKETERS

Confronted by industry regulations; scrutinized by sophisticated audiences; tested by outcomes-driven budgets. Marketing for healthcare is challenging. It's why choosing a quality partner – one who understands how to face the challenges of life science marketing, together – is vital to success: for you, your team and your brand.

BOUTIQUE AGILITY MEETS BIG-BOX FIREPOWER

Traditionally, life science marketers have had to choose between small, responsive agencies or big, well-known, expensive ones. Both have their strengths, and **2e Creative is an evolved, complete brand acceleration firm that celebrates the very best of each: the agility, authenticity and creativity of a boutique agency with the clinical and regulatory firepower of a big-box agency.**

A HEART FOR HEALTHCARE

2e is 100% dedicated to life science, and our solution offerings are a reflection. Our four focus areas give global healthcare and life sciences organizations a complete toolkit for launching and growing brands in a dynamic marketplace.

MAKE BETTER DECISIONS

- Strategy & Consulting
- Sales Forecasting
- Regulatory Guidance
- Medical Communications
- Clinical & Economic Value
- Payer & Access Strategy

BUILD AND GROW BRANDS

- Disease State Awareness
- Unbranded Strategy
- Branded & Promotional
- Direct-to-Patient & Caregiver
- HCP Engagement

BUILD AND GROW TEAMS

- Sales Training
- Team Development
- Organization Effectiveness
- Leader & Manager Development
- Meetings, NSM, POA
- Internal Communications

EMPOWER WITH TECHNOLOGY

- Digital Ecosystem
- Data & Analytics
- Artificial Intelligence
- Sales Tools
- Advanced Media Strategy

SOPHISTICATED SOLUTIONS FOR SOPHISTICATED MARKETS

Big challenges demand big responses, which is why 2e delivers more than the average agency. From **pre-launch opportunity identification and positioning** to **responsive, real-time digital sales tools** to **bespoke patient-engagement channels**, we equip you with the necessary solutions to exceed your specific objectives.



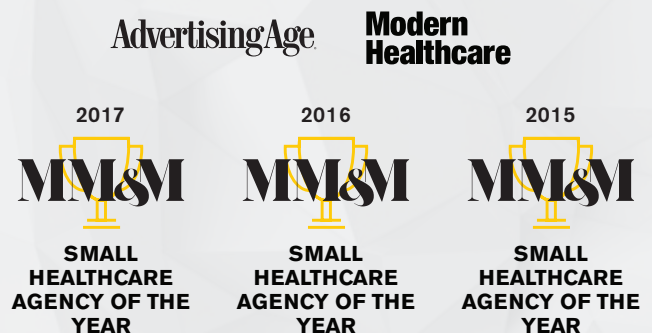
PARTNERS IN PROGRESS

At 2e, we believe in connecting people with the therapies and technologies that shape a better future for everyone. We're honored to partner with some of the globe's most innovative and impressive life science brands.



RECOGNITION

For two decades, 2e has dedicated itself to raising awareness and impact for many of healthcare's most powerful brands. In that time, we've proudly earned recognition from the industry's top organizations, including *Advertising Age*, *Modern Healthcare*, and being the only **back-to-back-to-back winner of MM&M's Small Healthcare Agency of the Year**.



SAY HI

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