

Publicis Clinical Health Partners

Wellness Is Our Passion

Optimizing Patient Care Through Education

Publicis Clinical Health Partners optimizes patient care while positively impacting the sponsors' return-on-education (ROE). Our programs can be targeted to:

- Healthcare professionals to impact treatment outcomes, and/or
- Patients to impact compliance (adherence and retention)

The World Health Organization (WHO) states that "poor adherence to treatment of chronic diseases is a worldwide problem of striking magnitude." It is estimated that in the United States, poor adherence results in \$43B in lost sales and adults on chronic therapies are "often" or "very often" nonadherent.

Today's increasingly challenging marketplace calls on all of us to do things differently and to focus our efforts on what is most important—making a real difference in the lives of patients. **Publicis Clinical Health Partners** addresses this issue head on.

Publicis Clinical Health Partners provides a unique win/win to all key stakeholders. Patients learn to manage their own health better to live longer, more satisfying lives. Healthcare professionals are able to provide their patients with better disease state outcomes without sacrificing more time out of their busy schedules. Managed markets provide their members with superior long-term health outcomes. And sponsors better serve all their key customers while also positively impacting ROE.

Publicis Clinical Health Partners uniquely leverages the science of behavioral change through our proprietary **Behavioral Wellness Optimization™** methodology, which incorporates the key best practices based on the latest scientific research for putting



wellness behavioral change into action.

Typical health educator initiatives are silos that are almost exclusively focused on the educator program (healthcare professionals, such as nurses), but are not well integrated with other key educational efforts. **Publicis Clinical Health Partners** recognizes that the most powerful way to impact behavior change is through a fully integrated educational system that is highly customized to the needs of each disease state, patient segment, and sponsor objectives.

Find out how **Publicis Clinical Health Partners** can positively impact your brand. Or contact us to receive a free White Paper that answers many Frequently Asked Questions (FAQs) that address some of the key logistical, regulatory, and legal issues about implementing a clinical health education program.

For more information, contact:

Diana Crawley, RN, MBA Executive Director
Publicis Clinical Health Partners
609-896-4717
diana.crawley@pclinicalhealthpartners.com
www.pclinicalhealthpartners.com