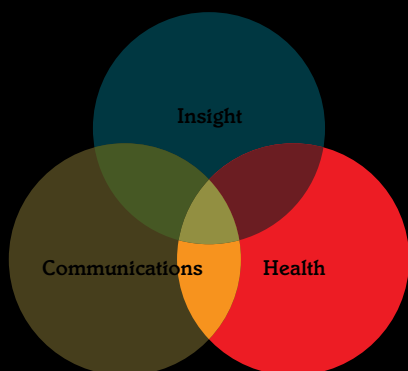


Transforming health

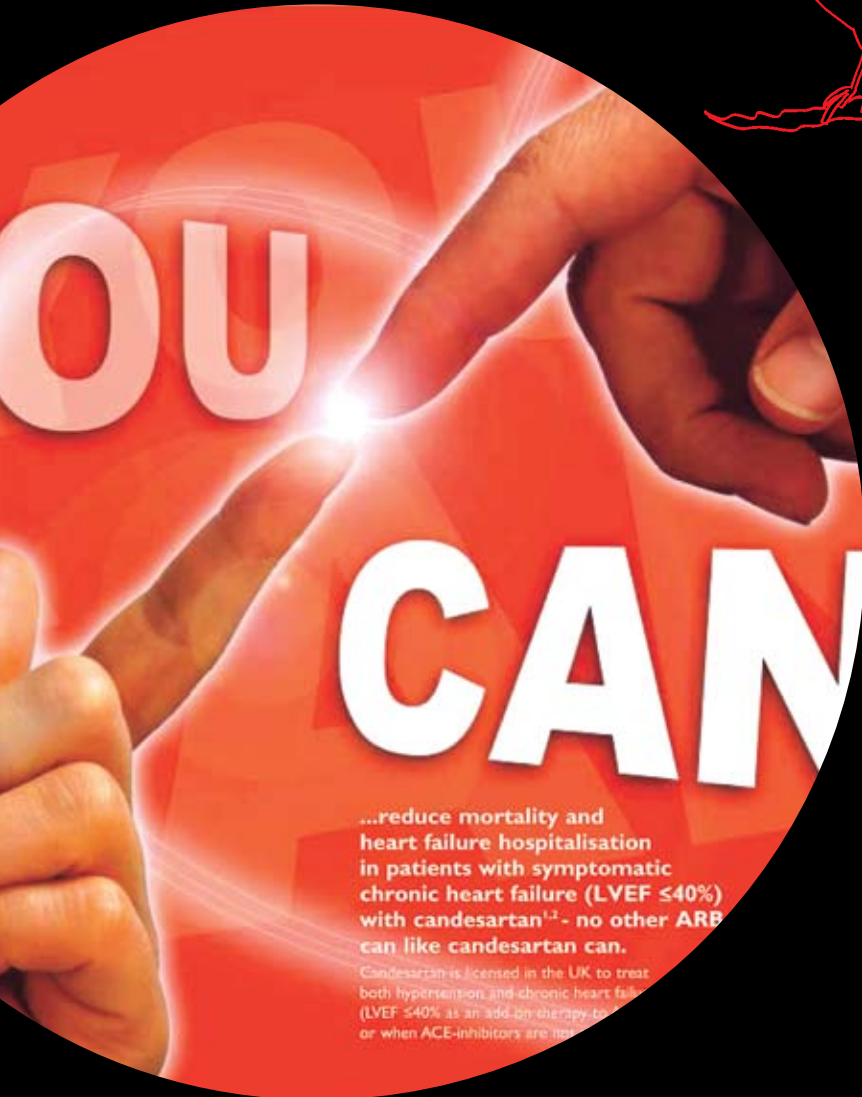
The Health division is a family of specialist health communication experts. Each of our four businesses is a highly successful brand in its own right, as well as delivering integrated communications services if appropriate.



Because life is for living

**ROCK medical communications
for Nucletron B.V.**

This global campaign was aimed at cancer specialists, providing them with quality medical education materials about brachytherapy – a targeted form of radiotherapy. The programme, developed for Nucletron – a pioneer in state-of-the-art brachytherapy technology – has had an instant impact across all markets. Thanks to the campaign brachytherapy – which offers effective treatment in days rather than weeks, with a reduced risk of side-effects compared to traditional treatments – is now better placed to help advance cancer patients' care.



Yes we can

PAN Advertising for Takeda UK

Despite an ultra-competitive, cost-driven environment, and a four-year absence of brand advertising, PAN's 'Yes we can' response expressed a spirit of defiant optimism, aptly epitomised by their 'Can do' and 'You can' campaign dramatising the benefit Amias candesartan has for doctors. The brand team developed a complex, high-stakes approach that delivered outstanding results, successfully aligning business objectives with NHS strategy. This secured commitment at all levels within Takeda UK, and the prestigious 2009 PMEA 'Marketing Campaign of the Year' award.



A matter of emergency

Red Door Communications for The College of Emergency Medicine

The College of Emergency Medicine (CEM) appointed Red Door Communications to raise public and political awareness of issues in emergency medicine through the media. In doing so it wanted to put pressure on the government to work with it on emergency medicine policy. Two major initiatives were developed – a policy document called Way Ahead and an election manifesto – which together brought nearly 90 pieces of media coverage, including BBC Radio Four's influential Today programme, national television, print and online.

