

Incite

Consulting services for healthcare clients

Our team of senior strategists help clients to navigate complex marketing challenges by leveraging insights, consulting frameworks and smart thinking.

Insight-led

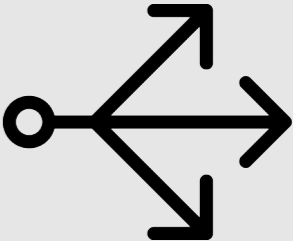
We rely on insights to define a path forward. These come from internal stakeholder interviewing and perspectives, commercial information, CRM reports and analytics, primary market research, digital monitoring, secondary data and academia. This enables us to provide a fresh perspective rooted in evidence and data, without agenda.

Consulting frameworks

We use a suite of consulting tools to ensure a rigorous and systematic approach to defining the challenge; finding the answer; communicating with and influencing key stakeholders; and planning and implementing next steps.

Smart thinking

We develop bespoke work plans designed to match your business challenge, team structure and organisational culture. Our approaches are informed by best practice and the latest thinking; however, they are not defined by them. Most consistently, we apply the principles of behavioural economics to our work. This enables us to act as agents of change – to support and create momentum for marketing initiatives.



Specific areas of expertise

1 / Brand strategy

- Opportunity identification and optimisation
- Brand planning
- Competitor strategy and wargaming

2 / Portfolio strategy

- Franchise/ platform strategy
- Co-positioning

3 / Multichannel strategic planning

- Opportunity / needs gap assessment and prioritization
- Competitor and best-practice benchmarking
- Channel and content strategy
- Tactical development

4 / Communications planning

- Identifying unlocking insights and territory development
- Positioning
- Messaging and selling story
- Campaign implementation and optimization

5 / Patient engagement strategy

- Opportunity identification and optimisation
- Positioning for greater patient centricity
- Global strategy and local activation planning

6 / Sales force effectiveness

- Sales model evaluation and development
- Refining the rep sell in line with your sales model
- Rep training and internal activation



We also offer training and capability building, including:

- Optimising insight generation process
- Identifying and activating commercially relevant insights
- Pyramid presentation skills
- Internal consulting skills

Contact us

Get in touch with one of our consulting experts for more information:

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