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Indegene acquires healthcare marketing agency CultHealth for life sciences brands

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Acquisition strengthens Indegene as it partners with a single service provider



Bengaluru-based Indegene, a digital-first, life sciences commercialization company, has announced the acquisition of US-based CultHealth, a full-service, healthcare marketing agency for many life sciences brands.

The acquisition by ILSL Inc., a subsidiary of Indegene Private Limited, augments Indegene's commercialization portfolio spanning drug discovery and development to marketing and sales, adding brand strategy and market development capabilities along with patient engagement platforms.

The global spend on medicine is projected to reach $2.1 trillion by 2025. Life sciences companies in the top 10 countries are expected to launch 290-315 products from 2022 through 2026, accounting for $196 billion in forecasted sales. However, only 1 in 5 products launched in the US reached a revenue of $1 billion from 2004 to 2016 and 50% of all products launched over the past 15 years failed to reach peak US sales of $250 million.

In an increasingly complex business and regulatory environment, life sciences companies seek deep brand and marketing strategy expertise as they explore modern, data-driven ways of ensuring launch success and building a personalized brand experience with omnichannel engagement journeys for patients and physicians.