

## Genesis Burson-Marsteller, Medulla to strengthen pharma and healthcare offering

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Genesis Burson-Marsteller, leader in integrated communications announced its strategic partnership with Medulla Communications, a specialized healthcare communications agency, aiming to provide integrated strategic, creative and medical communication solutions for the Health and Wellness sector. Mumbai-based Medulla will now exclusively partner with Genesis Burson-Marsteller to service health and wellness communication requirements.

With these changing dynamics of the healthcare landscape, it has become increasingly complex for companies to navigate the regulatory, technology, media, competition, consumer, retail and influencers (healthcare professional) communication requirements. Healthcare companies now need a single window service to address their strategic, marketing and communication concerns across all media and target audiences.

The two consultancies now have the combined ability to offer a unique blend of service lines that provide an evidence-based idea driven approach across all communication platforms - traditional, social media, broadcast, etc. with reach extending from major Metro cities to Tier II and III markets. The comprehensive suite of offerings includes brand strategy and communication, medical strategy and advisory, key opinion leader (KOL)relationships, physician and influencer engagement, consumer and patient education and support, corporate reputation management, CSR, public affairs and digital marketing - all designed to support the clients' business objectives.

Speaking on the partnership, Mrs Prema Sagar, principal & founder of Genesis Burson-Marsteller said, "Given the immense potential in the health and wellness market, we are excited to be working with such an innovative team of healthcare communication experts. Our combined experience allows us to understand the ever evolving and specialized needs of this sector and help clients adapt and innovate. Together, we will be a force multiplier for our existing and potential clients."

Commenting on the development, Mr Praful Akali, founder and managing director, Medulla Communications said, "Corporate reputation, corporate social responsibility and public policy influence are nowhere of more significance than in the health and wellness segments - the immense experience that Genesis Burson-Marsteller brings in these areas will certainly help our

clients. Moreover, this partnership allows us to bring in an integrated communications offering and scale that clients in this sector may not have experienced before."

This alliance will bring to clients the ability to leverage an in-house team of doctors, certified medical writers, medical strategists and medico-marketing experts. Medulla's unique tie-ups with International associations like American Association of Continuing Medical Education (AACME) and American Gastroenterology Association (AGA), where they helped develop customized content for India, will also open up new avenues for clients.