



PRECISION AQ™

WE ARE EXPERTS IN STRATEGIC COMMUNICATIONS

In today's world, conversations about healthcare take place every day across multiple platforms whether on social channels, in the news or in person. To stand out, healthcare organisations need a robust strategy to deliver impactful communications both externally and internally.

We are storytellers; we combine scientific strategy with a creative mindset to help drive audiences to think, feel and act differently when they see engaging healthcare communications content.

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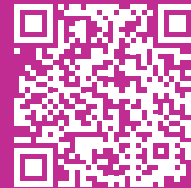
CONNECT WITH US

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LEARN MORE



WHY PR AND COMMUNICATIONS

PR isn't just a press release.

We combine science with creativity to tell powerful stories.

Our approach:

Gather audience insights

on brand materials,
corporate messaging,
stakeholder materials
and value proposition



Identify barriers and opportunities

from SWOT, market analysis
and message analysis

Conduct competitor audit
to understand differentiation
opportunities

Define the
strategic narrative
through workshops,
roadmaps and key messages

Bring the story to life
by developing impactful
communications content
and campaigns

WHAT WE DO

We deliver strategic communications which underpin marketing, medical and commercial programmes.



Corporate Communications



Disease Awareness Campaigns



Reputation Management



Digital & Social Media Strategy & Implementation



Above-Brand Campaigns



Media Relations



Payer/Value Communications



Internal Engagement



PRECISION AQ™

WHY US?

WHAT OUR CLIENTS SAY

“ I value the comms team at Precision AQ for their proactivity, faultless project management, ease and consistency of relationship, ability to share suggestions and proposals without a feeling of being sold to, and depth of knowledge. ”

— Communications Lead

“ Thank you for your excellent, invaluable support. I very much appreciated all the content and advice you provided, which have not only been vital to achieving such a successful event but also made my life immensely easier than it otherwise would have been. ”

— Head of International Government Affairs,
Policy & Advocacy