

STRATEGIC PRODUCT & CORPORATE COMMUNICATIONS

Leaders and Innovators in the Art and Science of Healthcare Communications.

Real Chemistry is where the most dynamic and innovative minds in healthcare come together to deploy our experience and expertise to make the world a healthier place for all. Our 600+ team of communications professionals, including our 60-person earned media relations team, tailors data-driven solutions to meet the business needs of healthcare organizations while helping our clients better translate and amplify patient benefits to stakeholders across the healthcare ecosystem.

Product Communications



With deep therapeutic area expertise across specialty and primary care settings, we develop integrated strategies that position and propel breakthrough medicines, diagnostics and medical devices to success. Whether shaping early communications for pipeline molecules with potential, developing and executing launch strategies for global blockbuster pharmaceutical launches or maintaining visibility and engagement for mature brands, we work at all points across the product lifecycle to create value through communications that efficiently engage patients, their care partners and healthcare professionals. Everything we do is underpinned by analytics and fueled by the healthcare industry's largest team of earned and social media strategists.

Corporate Communications



Because today's businesses operate in an increasingly complex reality, they must rethink how they address a multitude of stakeholders and issues. To create relevant and resilient corporate brands, companies need to close the gap between market expectations and how they position themselves. Our teams utilize data-driven insights to help companies educate, clarify and communicate value and intent so they can evolve and solve their most pressing issues and enhance their license to operate.

Advocacy Relations



We understand the critical importance of including the patient perspective in everything companies do. Leveraging analytics, experience and insights, we help companies connect, reconnect and maintain lasting strategic partnerships with advocacy organizations.

Investor Relations



Our team creates opportunities for public and private healthcare companies to differentiate their investment stories, optimize their value propositions and secure new relationships. We have extensive Wall Street and financial communications backgrounds and proven track records of achieving client goals.

Executive Coaching



Our leadership performance counselors meet corporate leaders on their own terms to hone their performance skills and prepare them to reap the value inherent in every interaction they have. Our coaching sessions focus on communicating clearly and powerfully, helping leaders put their best self forward to bring forth the value they and their company are creating.

Corporate Pricing and Public Affairs



We provide unique solutions that help bridge the gap of understanding between healthcare costs, value delivered to individuals and society and the economics of innovation — all driven by our expertise in shaping the policy environment. We work at the forefront of the top pricing and policy issues, including value-based payment, biosimilars and generics, and gene and cell therapy, and we publish the industry's leading weekly newsletter analyzing biopharmaceutical pricing and value news.

Consumer Health and Wellness



Our consumer health and wellness team helps brands gain an intimate understanding of their market and target audiences — including their sphere of influence — and what's needed to break through and activate them.

Digital Health



Our digital health/health technology team is comprised of experts who drive programs for clients that sit at the intersection of healthcare and technology.