

JUST ADD SAUCE

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We are a patient-centric, strategic, creative agency, designed to deliver better health and wellness experiences for healthcare professionals, patients and charities.

At Sauce Health, we always take a patient-centric approach when taking to healthcare professionals because we engage with their true motivation. Whatever you are planning, from a brand launch to a patient support programme, we can maximise the impact of your brand or services across multiple audiences and geographies.

OUR COMMUNITY

Over the last 25 years we have been fortunate enough to work with 100's of experts in their respective fields. At Sauce Health we operate a virtual organisation that can tap into these experts on demand, who can help to solve your challenges and provide the best service and support. This operating model allows us to be agile, flexible, work across multiple countries and work on projects of all sizes!



A dollop of our expertise can be added to an existing campaign or programme, it can sit alongside, or it can live at the heart of the whole experience.



KEY AREAS

- PROMOTION
- ENGAGEMENT
- EDUCATION
- SUPPORT

Our campaigns and programmes focus on four key areas of support and education, all of which need appropriate engagement and motivation. We bring the power of patient-centric programmes to life through a broad range of channels, touchpoints and tactics underpinned with a robust omni-channel strategy.



PATIENT CENTRICITY

We see patient-centricity as a central theme to improving health and wellness that will be critical to managing ongoing global healthcare budgets. Effective patient support programmes will increasingly be part of the solution, focusing on improved engagement, education and support.

WE GENERATE...

New INSIGHT, CONTENT and EVIDENCE driven by research, strategy and creativity. We are engagement experts, utilising film and audio across a broad range of mediums and channels. We align all our content to the brand strategy ensuring patient-centricity throughout the process.

PATIENT & HCP
INSIGHT

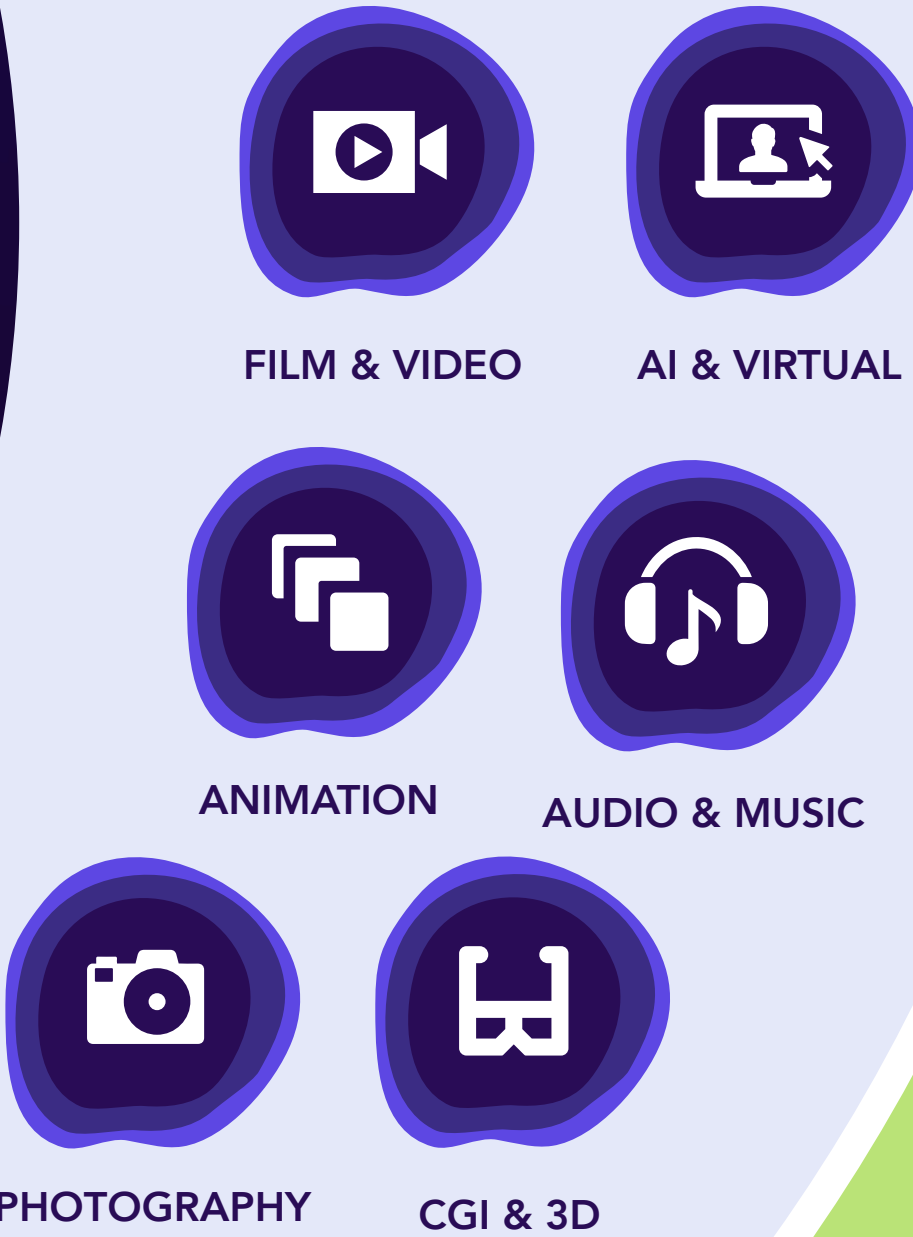
INNOVATIVE
CONTENT

REAL WORLD
EVIDENCE



WE CAPTURE...

Experiences, knowledge and emotional stories (to name a few), developed and communicated through a range of formats and genres. Whether it's film, animation, virtual or CGI, we will take your medical and marketing initiatives to a new level.



WE CREATE...

Superior programmes, driven by smart patient-centric plans, aligned to the medical and marketing strategy and tested with real patients during the process.

PATIENT & HCP
ENGAGEMENT

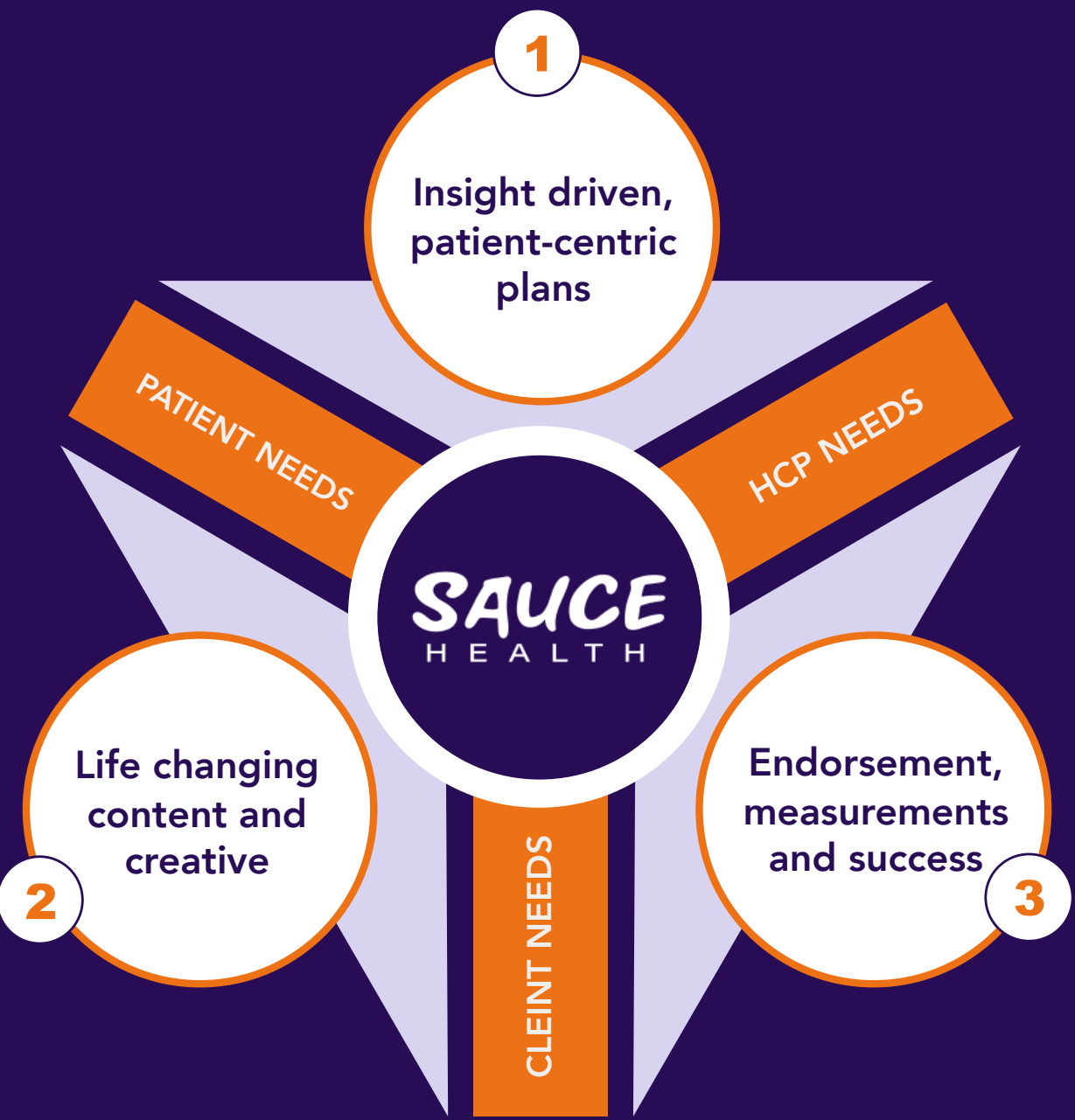
PATIENT & HCP
EDUCATION

PATIENT & HCP
SUPPORT

We create superior patient-centric programmes for HCPs, patients and health communities by capturing and developing health stories in engaging and creative ways. We provide solutions for all stages of the brand lifecycle.

PROVEN PROCESS

We have experience and expertise delivering varying sized projects, from the design of a single email or stand alone workshop, to a global multichannel campaign or programme phased across markets and lifecycles. Whatever the scale, our process ensures we take the right approach, offering quality, value and efficiency. We engage audience at every stage, and create the right content in the right channels at the right time. Our proven process has been evolved and refined over many years.



IMPROVED ENGAGEMENT

HCPs and patient communities are keen to engage with our content. Some of the approaches we take include:

- Involve patients at the right stage
- Gain HCP input and buy-in where appropriate
- Addressing the real needs of patients, HCPs and the brand
- Involve the right people at key stages (co-creation where possible)
- Have the right creative or innovative approach
- Engage in the right way with bitesize, tailored content
- Review and refine channels and timings
- Ensure existing content is fit for purpose



SENSATIONAL EXPERIENCES

At Sauce Health, we listen to your needs, collaborate with you to find the best solutions, and adapt to any changes along the way. We are fluid and flexible, always aiming to exceed your expectations. Whether you need a product launch, a patient support programme, or a brand refresh, we have the expertise and the passion to make it happen.



Everyone's
experience
is better when
you add a bit
of sauce!