



PROGRAM 101

1 – BACKGROUND AND RATIONALE

Six Degrees Medical has always played a different game when compared with other medical communications agencies.

Since its origins 15 years ago, SDM has been challenging the traditional medical communications agency model. We partner with our clients not to just execute the “next” project, but to design programs that deliver exponential value for their organizations, healthcare professionals, patients, stakeholders, and the overall healthcare landscape.

This new brand translates how SDM lives its commitment to challenging the status quo and bring new solutions to new (and old) problems faced by our clients.

2 – OVERALL GOALS

- To increase awareness of the Six Degrees Medical brand and expertise, product and people in our company
- To communicate the value Six Degrees Medical provides to clients and to the industry
- To demonstrate what Six Degrees Medical stands for

3 – CORE MESSAGE

Core message

No matter what we do, no matter who we work with, we always push beyond to explore what has yet to be discovered.

“Proof” points

- We are experts in the science and translating it for our clients’ audiences.
- We are specialists in the journey from ideation to implementation.
- We are systematic and innovative in our program design.
- We are catalysts of change, running on insight and foresight.



PROGRAM 101

4 – HOW DOES IT INTEGRATE WITH OUR CURRENT BRAND?

SDM'S WHY: We challenge the status quo and think differently to bring new solutions to new (and old) problems faced by our clients.



SDM'S HOW: We built and utilize a comprehensive and intuitive framework that drives our work approach and helps align strategy with action.

CONSULT



Integrating your needs into a plan

We help collect market insights and the landscape information to build your customized program plan.

DISCOVER



Translating your science into strategy

We research, analyze and translate the scientific evidence to accurately support your program objectives.

DESIGN



Building your program solutions

We build the content, tools and engagement touchpoints to tell your story and define success metrics.

EXECUTE



Making it real and memorable

We execute with precision and adaptability, every step of the way.

MEASURE



Converting analytics into value

We measure your success to support you in delivering value to your stakeholders.

GROW



Learning and continuous innovation

Together, we will establish the next opportunity to connect with your audiences.

SDM'S WHAT: Our solutions translate complex science into impactful learning experiences.



SDM's SERVICE & PRODUCT OFFERING



PROGRAM 101

5 – WEBSITE

Our company website has undergone many foundational changes over the last couple of months to prepare us to launch this inspiring campaign to help our brand to support us in our growth.

We encourage you to check out the new website that has launched today – explore the new content, descriptions (some highlighted above), and be sure to share with your contacts for more information.

6 – SOCIAL MEDIA CAMPAIGN

We will broadcast *Reimagine Science. Break Through.* via a series of organic and sponsored posts on LinkedIn. Also, there will be organic posts on Twitter. We ask you to consider sharing these posts within your networks, helping us increase the reach of the campaign.

Why is it important to share our content?:

- Reach on LinkedIn is exponential – If you share a post and one of your contacts does the same, we are not only reaching a new audience, but your contact's (and their contact's) information will be made available to us, in case we want to target them with a paid post/campaign
- Sharing is important even for third-party content (created by others):
 - all third-party content is hosted in our Blog pages
 - all blog pages have a banner of an SDM product (currently eConnexTM), so besides bringing new users to our website, we are also advertising one of our solutions

IMPORTANT: we will notify staff whenever a campaign-related post is available. The first post will be available on June 10th.



PROGRAM 101

7 – ADDITIONAL TOOLS & RESOURCES

In addition to the website and social media outreach to support the *Reimagine Science. Break Through.* launch, there are several tools in the works, including:

- PPT template – already available on the Zone
- Creds presentation and slide library – in development
- Electronic stationary and assets – in development

Please look for messages on the Zone as these tools and resources are made available.

Stay tuned for other bulletins as we start telling the stories of *Reimagine Science. Break Through.* to our audiences.

Remember to send us YOUR *Reimagine Science. Break Through.* stories through the campaign page on the Zone.