

# CrowdPharm

## Unleashing a Paradigm Shift: CrowdPharm's Quest to Redefine Healthcare Marketing

Amidst the dynamic healthcare industry, where the traditional agency playbook has grown stale and predictable, businesses are grappling with the challenge of staying ahead in this frequently transforming landscape. Recognizing this need for a fresh approach, CrowdPharm has emerged as a trailblazing healthcare advertising agency, poised to redefine the rules of the game. With an audacious vision and an unwavering commitment to innovation, the company disrupts the industry by providing clients with an unparalleled advantage – real-time access to the brightest minds from around the world. Through the seamless integration of cutting-edge technology and their proprietary application, they have transformed the way agencies collaborate with clients, propelling brands to unprecedented levels of success. The organization's forward-thinking methodology empowers businesses to navigate the complex healthcare landscape with agility, creativity, and unmatched industry expertise, paving the way for a future

where groundbreaking strategies drive remarkable outcomes.

Founded in 2017 by visionary partners Steve Bernstein and Mike Myers, CrowdPharm emerged as a revolutionary force in the healthcare industry. Driven by a collective passion to tap into the vast global pool of strategic and creative healthcare talent, they sought to transcend the limitations of traditional agency models. “We launched the agency with the belief that every client has the right to tap into the abundance of worldwide healthcare communications talent,” says Mike Myers.

Recognizing the pitfalls of the cyclic hiring and layoff practices prevalent in the industry, their mission was clear: to prioritize first around their people and cultivate enduring partnerships. With a steadfast focus on leveraging cutting-edge technology, they developed a proprietary application that seamlessly connects healthcare experts from around the world. This

innovative platform not only optimizes time and cost efficiencies for their clients but also facilitates unrivaled collaboration and knowledge-sharing. CrowdPharm's commitment to excellence and its interminable dedication to nurturing a global network of healthcare experts have positioned them as a trusted and forward-thinking partner in the industry.

### Multifaceted Service Portfolio: Unlocking the Power of Talent Collaboration

CrowdPharm boasts a comprehensive range of healthcare advertising services that extend effortlessly from logo design and campaign launches to website development and social media strategies. While their core offerings may share similarities with those of competitors, it is their distinctive approach to service delivery that truly sets them apart. Through its proprietary global network, PharmYard, which comprises over 7,200+ members from 120+ countries, the company

harnesses the collective expertise of its vast talent pool, creating an extraordinary resource. Notably, in the cardiovascular domain alone, they have access to nearly 1,000 professionals who possess extensive knowledge of this therapeutic area. This ensures that clients receive highly targeted solutions tailored precisely to their unique requirements.

One of CrowdPharm's standout features lies in its superlative agility and flexibility. By assembling custom client teams in real-time, they guarantee the inclusion of individuals with precise domain expertise, ensuring the delivery of exceptional quality work. Whether a project necessitates the collaboration of 10 or 100 individuals, the organization can swiftly mobilize the necessary talent within a mere 24-hour timeframe. This rapid scalability empowers them to meet even the most demanding deadlines while upholding an unwavering commitment to excellence. With a robust network of offices spanning the globe, the company guarantees seamless client continuity and unsurpassed oversight, thus ensuring consistent delivery of high-quality and cost-effective solutions.

### Unlocking Client Value: The CrowdPharm Difference

The organization's commitment to global connectivity and accessibility is further exemplified by its strategic expansion efforts. The recent launch of CrowdPharm Asia Pacific, in partnership with WeTheBrand from Vietnam, establishes a regional stronghold in Singapore. This move not only enhances productivity by



Mike Myers  
Managing Director & Partner

leveraging different time zones but also enables them to cater to the unique needs of clients in this thriving region. By harnessing the power of their global network and maintaining a steadfast regional focus, the enterprise positions itself as a dynamic force capable of delivering around-the-clock productivity while offering localized expertise.

CrowdPharm's target customers are discerning brand marketers operating in the healthcare, pharmaceutical,

biotech, and animal health sectors. These clients value the transformative impact of real-time engagement and collaboration with top-tier talent, empowering them to accelerate timelines and yield bold, impactful results. To illustrate the magnitude of their capabilities, consider the scenario of a creative brief dispatched on a late Friday night. With astounding speed, the company's global talent network receives the invitation, sparking a creative explosion that generates over 100



# Different by design

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initial ideas from 20 members spanning 10 countries. Within six days, the concepts are refined and presented to the client, who then swiftly conducts market research testing on six of the most promising ideas. This unprecedented speed and client involvement create an unparalleled level of transparency and engagement, revolutionizing the creative and strategic branding process.

**A Cultivated Culture of Excellence: The Key to CrowdPharm's Success**

Beyond their remarkable achievements and industry accolades, CrowdPharm takes immense pride in the vibrant and inclusive culture they have cultivated. Recognizing the profound impact of culture on personal well-being and organizational performance, they have meticulously woven six core values into the fabric of their company. These values drive them to take decisive action, challenge conventions, maintain integrity, embrace diversity, foster teamwork, and nurture perpetual curiosity. This intentional cultivation of a strong

cultural foundation has been instrumental in earning them prestigious accolades, including being recognized as one of the best places to work by the *Medical Marketing + Media* in 2021 and 2022, as well as receiving esteemed distinctions from *Inc. Magazine* for Best Workplaces in 2022 and 2023.

As CrowdPharm looks toward the future, its sturdy focus remains on delivering unparalleled value to its clients and its brands. They are committed to continually pushing boundaries and challenging internal

structures to discover novel and improved ways of support. Moreover, their ongoing investments in technology ensure that their proprietary application, PharmYard, continues to power their expanding organization. By harnessing predictive analytics and machine learning, they seek to enhance talent screening processes and seamlessly match client needs with the right expertise. The company also remains at the forefront of AI experimentation, harnessing the power of tools such as ChatGPT and Midjourney to assist

clients where appropriate, further cementing its position as an industry vanguard.

In a world where conformity reigns, CrowdPharm stands as a beacon of innovation and transformative thinking. By reshaping the healthcare marketing landscape through cutting-edge technology, a global talent network, and a client-centric ethos, they have successfully dismantled the traditional agency mold. Armed with sustained dedication, an insatiable thirst for improvement, and vibrant

company culture, the company propels the industry into a new era of unmatched excellence. As they continue to forge ahead, their legacy will be one of indelible impact, earning them a place among the visionary pioneers who reimagined and transformed the landscape of healthcare marketing.

