



Bringing a Fresh Perspective to Healthcare Marketing

Healthcare advertising agencies are not hard to find, but an advertising partner that thinks outside the conventional advertising scheme is certainly rare. CrowdPharm, a full-service healthcare advertising agency, has cracked the code to establishing a winning marketing strategy. Here's how.

An independent, multichannel, vault content provider, CrowdPharm's service delivery fundamentally differs on almost every level and transforms how pharmaceutical and life science brands achieve their marketing goals. Its basic advertising services come with a twist of customization through real-time access to the best talent worldwide, while its access to advanced Veeva features and functionalities complements the content management journey.

from PharmYard, their proprietary global network of over 7,200 vetted, on-demand experts in every therapeutic area from more than 120 countries.

These personalized teams can be as big as 100 people working in 24 hours or a small core group, flexibly and cost-effectively providing high-quality work. By incorporating Veeva experts like medical copywriters, editors, and Veeva-certified programmers and designers into CrowdPharm's global network, the firm offers dedicated subject matter expert teams to build impactful client content. The agency has almost 1,000 people with cardiovascular experience in their global network and can tap into this pool of experts to address the needs of cardiovascular brand marketers when needed.



Mike Myers,
Managing Director and Partner



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Mastery of Veeva is one of CrowdPharm's significant contributors to yielding market-shaping results. Through the collaboration, it capitalizes on Veeva's ability to facilitate multichannel engagement, content, and analytics to drive smarter interactions and deepen customer relationships. Acknowledging Veeva's leading role in the global healthcare market for its commitment to innovation, excellence, and customer satisfaction, CrowdPharm works closely with Veeva to understand the platform's robust nature and constant feature updates, and guides clients on leveraging the platform's capabilities to deliver marketing content. The CrowdPharm team is able to produce a high volume of creative marketing campaigns in very short periods.

Combining this competency with CrowdPharm's services ushers in a fresh perspective to each project. The agency customizes teams of respective experts, ranging from brand strategists and graphic designers to MDs and PhDs. Business continuity, quality, and engagement is a given for every project. This client-focused collaboration approach involves people from its full-time staff across five offices worldwide, and an augmented team handpicked

"As a Veeva-certified agency partner, clients rely on us to troubleshoot challenges and leverage our ability to provide seamless integration across multiple software platforms," says Mike Myers, managing director and partner of CrowdPharm.

Many clients have fallen back on CrowdPharm's Veeva competency to resolve various needs. In one instance, the agency identified Veeva-certified programmers in the UK from its network to bring a client's idea to life by their tight deadlines and within their budget. For clients with Veeva programmers, CrowdPharm builds creative files and transitions them seamlessly to their clients' team.

By actively recruiting Veeva experts to their network and utilizing their talent to develop client work in ways their competitors cannot, CrowdPharm delivers compelling brand communications. It aligns the right resources at the right time to enable personalized client engagement, delivering excellence.

For healthcare, medical, and pharmaceutical organizations seeking a fresh way to boost their brands, CrowdPharm is undoubtedly the go-to partner. 