



CrowdPharm — Transforming the way agencies work with healthcare brands by tapping into the right experience in real time

The standard of care is crucial in the healthcare industry. Nobody on the planet can disagree with it. The healthcare industry has started to move in the last few years towards a value-based care model, emphasizing holistic approaches to care and improving patient outcomes at a reduced cost.

In order to do this, the healthcare sector must ensure that it consistently assesses the quality of its services and continues to make proactive efforts to involve patients and physicians in the healthcare system.

Sustainable growth necessitates effective healthcare marketing. Without it, there wouldn't be a surge in new patients, and even your most devoted clients could gradually stop coming in one at a time. Finding innovative ways to engage with patients wherever they are on the patient care continuum has become a sophisticated process in healthcare marketing.

More than ever, patients want to take control of their healthcare and educate themselves on what you do and how you do it. To reach and inform both present and potential patients, it is crucial

to create an efficient healthcare marketing plan.

In addition, CrowdPharm, an independent, full-service healthcare advertising agency is expanding alongside the expansion of the healthcare sector following the COVID-19 epidemic. Every customer has the right to access the wealth of expertise in the global healthcare industry, according to the agency.

Through their exclusive network, CrowdPharm provides instant access to thousands of the brightest healthcare brains working all over the world, something no other healthcare marketing company has ever done. They are prepared to provide healthcare, medical, and pharmaceutical marketers with appealing brand messaging.

Recently, Mike Myers, Managing Director and Partner of CrowdPharm, spoke exclusively to CIO Bulletin. These are a few excerpts from the conversation.

How did CrowdPharm come

to be? What was the initial idea while starting the company?

CrowdPharm Partner Steve Bernstein and I wanted to build a healthcare agency model that addressed the challenges clients have today by leveraging technology to connect and engage talent around the world. We wanted to be able to tap into the abundance of global strategic and creative healthcare talent in real time and focus on our people.

We launched the agency with the belief that every client has the right to tap into the abundance of worldwide healthcare communications talent.

What sets CrowdPharm apart from the other multiple healthcare advertising agencies?

Simple: By offering something no one else in healthcare marketing has provided to clients before—real-time access to the best minds around the world—we've transformed the way agencies work with clients and brands. We're a full-service healthcare

Changing the way healthcare firms approach marketing with unmatched creativity and sound strategy

Mike Myers is the Managing Director and partner of CrowdPharm. Experienced across the healthcare field, Myers is passionate about strategy, marketing, and business communications. He is well versed in all areas of marketing and advertising, from strategic planning, market research, and branding to digital/social media and consumer advertising.

Myers is an adjunct lecturer and Associate Director of the Center for Management Innovations in Healthcare at the University of Arizona's Eller College of Management.



With global talent in every therapeutic area, our expertise runs deep.”

advertising agency. We truly do everything—from logo design and convention booth design and planning, campaign launches and creative concepts, to websites and social media. Our core services are not

different from those of our competitors. How we deliver these services to our clients and their brands, however, is fundamentally different on almost every level. We bring a unique, client-focused

approach to agency engagement. We align full-time team members in our five offices around the world to ensure client continuity and the highest levels of engagement and oversight. In our proprietary global

A full-length portrait of Mike Myers, a middle-aged man with a shaved head and a light beard, smiling warmly. He is wearing a light blue polo shirt and dark red trousers. His arms are crossed over his chest. The background is a plain, light-colored wall.

Mike Myers, Managing Director & Partner

network, PharmYard, we have 7,200 + members from 120 + countries around the world. We build custom client teams in real time, aligning the right people at the right time to give clients the best quality of work. We can have over 100 people working on a project in 24 hours or less. And we can go back to a small core group just as quickly. We provide high-quality work flexibly and cost-effectively. In PharmYard, we have people with experience in every therapeutic area in healthcare.

How do you deliver compelling brand communications in healthcare?

It comes down to having solid strategic thinking and a strong idea that is then articulated in a creative brief.

At CrowdPharm, we tap into creative minds across the globe to bring our thinking to life for clients and their brands. The unique approaches and

perspectives that our global network can provide to our clients are truly differentiating and compelling.

How have clients responded to CrowdPharm's approach to healthcare advertising and its global talent network?

Here's a typical example of what wows clients:

- Late on a Friday night, CrowdPharm sent a creative brief to our global talent network for a project to develop a new brand campaign.
- 20 members across 10 countries accepted the invitation and generated 100 + initial ideas.
- 6 days later, CrowdPharm presented 60 refined concepts to our client.
- The client then sent 6 of these concepts to market research testing the next day.

With CrowdPharm, clients have a seat at the table and actively participate in our ideation process. They also value the benefits of engaging the right experience in real time and working with flexible teams that shorten timelines and deliver high-quality work with global perspectives.

What are the ways in which you showcase your independence in the advertising world?

As an independent agency, we believe that we are more willing to

take chances than some traditional shops that work in our space. We live for fresh thinking and approaches and are constantly challenging ourselves, our work, and our ways of doing business.

What is one thing you are most proud of?

Besides working every day with such talented and inspiring individuals, it's the culture we've built together. We've invested the time to understand just how important culture is to our company and decided upon six core values that are infused into everything that we do:

- **“Moove”**: Take action and create unstoppable momentum.
- **Change the game**: Ask tough questions and deliver bold solutions.
- **Work like your mom is watching you**: Earn respect by never compromising integrity.
- **Everyone welcome**: Differences make us smarter and our ideas stronger.
- **There is no “I” in team**: Teamwork is the glue that holds us together.
- **Stay curious**: Knowledge gives us the courage to take risks, learn from mistakes, transform ideas, change minds, and lead.

This is how we know we got it right:

- 2021 and 2022: *Medical Marketing and Media*: Best Places to Work
- 2022 and 2023 *Inc. magazine* Best Workplaces

Our talented and inspiring employees did this.

“
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