



## The Health Link Network overview

The Health Link is a network of health policy and communications experts working in Europe and beyond. Health challenges are not constrained by borders. As a result, our clients often face similar issues in different countries. The Health Link creates smart and bespoke solutions to help clients deliver a consistent approach, while ensuring that the solutions are tailored to reflect national circumstances. Our objective: to deliver concrete change for our clients and for the patients they serve and, ultimately, play our part towards a “Europe of health” in which citizens are protected from infectious diseases no matter where they live, where healthcare professionals receive the highest quality education and training, where shortages in the health workforce are a problem of the past, and where healthcare can be accessed equally by all Europeans.

### Austria

Public Health: <http://www.publichealth.at>

Public Health PR is the Austrian PR Agency specialised in customised public relations for public health issues, health-related institutions and products, using the full range of PR-tools. The company is based in Vienna and managed by its owners. It is operating successfully in the health care business since 2005. Public Health PR develops strategic communication-solutions and tops it with a creative WOW-effect.

### European Union and United Kingdom

Incisive Health: <http://www.incisivehealth.com>

Incisive Health is a multi-award-winning consultancy based in Brussels and London. Our focus is health policy and communications, working with clients to deliver real change on complex, pressing and contentious issues. Our multilingual, multinational team of experts understands how to cut through the noise to deliver real change, improving results, enhancing reputation and – ultimately – changing patients’ lives.

## France

nile: <http://www.nile-consulting.eu>

As a public affairs consulting agency, Nile aims at supplying strategic advice and expertise to patients associations, healthcare practitioners, companies producing health goods and services as well as public authorities, in the reflection and implementation of their public affairs. Nile's philosophy is to contribute to the improvement of the healthcare system by supporting alliance strategies between stakeholders. Nile also offers to healthcare companies its market access expertise by assisting them from the outset and throughout the reimbursement and marketing process for drugs, medical devices and services.

Aware of the challenges of healthcare system and through all its projects and mission, Nile acquired the necessary experience to create think tanks like "The Regionalization Observatory", "Europe of Health", "Biosimilars" or "Orphan Organization 7".

## Germany

SKC Beratung: [https://skc-beratung.de/index\\_en.php](https://skc-beratung.de/index_en.php)

SKC is the leading and most reputable strategy consultancy in the German health care sector. The company was founded in 2005 as a spin-off of the Boston Consulting Group and the Hannover Medical School (MHH) with a focus on companies, organisations and institutions in the German and international health care markets.

Our managing directors and colleagues are experienced and reliable advisors to pharmaceutical, medical and biotechnological companies as well as health insurances. With our profound knowledge of the German and the European health care systems, we support our clients in meeting their strategic challenges, especially in Market Access, Pricing and Reimbursement and Strategic Communication.

## Italy

Nomos: <https://www.nomoscp.com>

NOMOS Centro Studi Parlamentari is one of the leading firms in Italy in the field of Institutional Relations, Public Affairs and Lobbying. Founded in 1998, NOMOS assists important national and international companies, public organisations as well as associations in their relations with institutions, by taking care of their communication with the decision makers, keeping them constantly informed on the political and legislative scenario and developing tailored made strategies to represent their interests. NOMOS has acquired over the years a strong experience in the field of health and pharmaceutical policies.

## Malta and LATAM<sup>1</sup>

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<sup>1</sup> LATAM : Latin America

CAPS: <https://caps-solutions.com/en/about-us/>

Joaquín Pinto Ferrand is the former Public Policy Manager of Roche's Pharmaceutical Division in Peru. He recently moved to Malta and founded CAPS Partnering Solutions, a boutique consultancy firm specialised in Corporate Affairs strategies. CAPS work currently focuses on the LATAM Region in stakeholder engagement, communications and public policy projects.

Spain, Portugal and LATAM
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Marco de Comunicación (MdC): <http://www.marcodecomunicacion.com/en/>

MARCO is the most awarded and best-valued global independent agency and has its headquarters in Madrid. Formed of a team of more than 130 consultants, it has offices in Madrid, Barcelona, Lisbon, Miami, Mexico City, Bogota, Lima, Casablanca and Paris, as well as MSL affiliate offices in more than 100 markets.

MARCO recently acquired the magazine Ejecutivos and has relaunched Ejecutivos.es with the aim of positioning it as an online reference for Spanish speakers in the economic and business sectors of Spain and Latin America.

MARCO is a full service agency specialising in the building of brands and reputations led by Didier Lagae, formerly Deputy General Manager of Edelman Iberia, Head of Reputation Management at Weber Shandwick EMEA, Director of Weber Shandwick Iberia, External Communications Manager at Levi Strauss & Co. EMEA, and Global Head of Communications at The Body Shop.