Meet the presenting companies from the 2018 Life Science Innovation Council

CentraForce Health
Precise. Predictive. Powerful.

"We know clinical trials are expensive. Especially when people don't finish them. So how do you locate the right people?"

– Steve Newman, Centraforce Health

Centraforce Health works to:

- Fill in the gaps to provide insight beyond clinical or "known" data
- Provide data-focused solutions for life science agencies, physicians and IT firms based on Comprehensive Determinants of Health
- Help clients gain a better understanding of which mediums people are using the most
- Conduct micro-analysis or "risk mosaics" of targeted populations to get the right people involved in clinical trials
- Look deeper into patient perception of physicians, hospitals and treatment methods

Interested in learning more about Centraforce's data-focused solutions? Download their white paper resources to see how social and comprehensive determinants of health can provide the in-depth data your product needs.

SRAX[MD]

"Our platform reactivates your advertising in real time for physicians to see, in the areas where your product is prescribed the most."

– Matt Baffa, SRAXmd

SRAXmd:

- A collection of multichannel digital platforms targeting physicians in unique ways
- Provides first-to-market ad tech solutions, targeting and engagement
- Activates and engages consumers on a global scale within desired disease state
- Decreases the amount of time it takes to reach the right targets in convenient locations
- Each platform works closely with MLR teams to ensure accuracy

Want to know more about unique ways to engage with physicians? Take a look at the many platforms SRAXmd has built to target healthcare professionals and consumers on a global scale.

CORVUS SOLUTIONS

*"The do **this** and not **that** world of EHR solutions."*

– Jacquelyn Crane, Corvus Solutions

Corvus Solutions works to:

- Steer healthcare professionals in the direction of EHR best practices
- Provide project management and initiatives that may fall outside of client's resources
- Help teams develop an understanding of the challenges technology can create for those giving and receiving care
- Provide your product with unobtrusive, effective advertising that brings value
- Clearly communicates the value of your product and helps get it into market faster

Curious to see Corvus Solutions in action? Take a moment to read through some of their case studies to see how they were able to help their project management and product solution clients succeed.

ZEPHYR HEALTH

"Human behavior is the single barrier to success, not technology"

– Joe Mele, Zephyr Health

Zephyr Health:

- A powerful, cloud-based platform that helps marketers make decisions faster
- Helps clients visualize data in a form that's intuitive, digestible and actionable
- Provides scores and insights to public, private and purchased data
- Spans across marketing, sales leadership, medical sales and medical affairs
- It's cost effective, improves productivity – leading to top priority accounts

To learn more about medical affairs, marketing, sales and technology resources, visit their solutions page.

m acadamian

"Voice Activation is the next interface frontier of the healthcare industry."

– David Box, Macadamian

Macadamian:

- A full-service UX research, design and engineering company with a focus on healthcare
- Experts providing insight to the use of health information systems, patient portals, EHR records, remote patient monitoring and Health
- Coordinates workshops for clients to inspire, educate and empower their brand
- Develops HIPPA-compliant software for medial equipment companies
- Leaders in advancing voice assistance software for clinical trials

Stay up to date with the latest developments in UX resources, software and insights, by following Macadamian's official blog.

ARCHES

"Our goal is to constantly ask ourselves: why did this video perform better than the last one? How can we improve?"

– Daniella Koren, Arches

Arches:

- A platform delivering just-in-time content between healthcare companies and customers
- Create campaigns with strategy aligned with specific treatments milestones
- Arches has deployed over 100M+ communications, creating endless benefits
- Every piece of software developed is created with the user in mind
- Allows users to control and optimize their own content and creative campaigns

Interested in test-driving some of what Arches has to offer? Request a software demo.

Contact your account team to learn more about how Benchworks and our technology partners can help your brand.

Did you take our attendee survey?

Your feedback can help us ensure we continue to identify the kinds of advanced solutions you need for your products and services.

[Click here to take the survey]

If you'd like to attend next year's Life Science Innovation Council to learn about the latest developments in healthcare marketing and advancement, please reach out to your account team for more information.