

Nucleus Global
Inizio Medical

MEDI STRAVA
Inizio Medical

iNIZIO
MEDICAL

ApotheCom
Inizio Medical

Ashfield
MedComms
Inizio Medical

We accelerate scientific understanding to drive better health outcomes.

Connecting best-in-class scientific knowledge and cutting-edge technology to create compelling content and experiences that inform, inspire, and involve medical communities across the healthcare spectrum.

Inizio Medical brings together three of the most recognized and trusted global medical communications agencies: **ApotheCom**, **Ashfield MedComms** and **Nucleus Global**.

We underpin them with the power of best-in-class medical affairs consulting, data analytics, integrated evidence generation and industry-leading AI solutions through our medical excellence and transformation agency, **MEDI STRAVA**.

Only Inizio Medical can bring together unrivalled breadth and depth of expertise, technological innovation, and passionate teams with the power to **redefine medical engagement**.

iNIZIO
MEDICAL

ApotheCom
Inizio Medical

We help medical affairs challenge convention to accelerate better outcomes.

Nucleus Global
Inizio Medical

Driven by the science, we create smart solutions that deliver new standards in healthcare communications.

Ashfield
MedComms
Inizio Medical

We make it matter by connecting science and creativity to deliver better patient impact.

MEDI STRAVA
Inizio Medical

We connect scientific expertise with cutting edge tech to define the strategic healthcare solutions of tomorrow.

We're proud of our proven track record of success and our vast, diverse network.


>2150
Staff


295
Active Clients


>750
PhDs / MDs / PharmDs


5
Strategic Hubs


21
Offices

Strategic Hubs

US: Chicago, San Francisco, San Diego, Yardley, New York, Boston

UK: London, Leeds, Macclesfield, Glasgow, Manchester

EU: Germany (Mannheim), Greece (Athens)

APAC: Singapore, Japan (Tokyo), Australia (Melbourne, Sydney), New Zealand (Auckland)

South Africa: Cape Town, Johannesburg, Durban

We accelerate clinical development, inform strategic decision-making, articulate key scientific advancements, and empower our clients in their mission to improve the lives of patients.

Integrated Core Services

Underpinned by advanced medical analytics capabilities, applied AI tools, and multidimensional insights, we are united on a vision to lead and define the future of Medical in drug development and commercialization.

As a strategic agency partner, we leverage our key competencies to accelerate the clinical development and commercialization journey through:

1

Activating data generation

Our integrated evidence-generation planning hinges on a thorough understanding of unmet needs, data gaps, and knowledge barriers, driving earlier activation and alignment of core commercialization functions, including R&D, scientific communications, and market access.

2

Optimizing data dissemination

We maximize reach and impact of data by effectively communicating via the right channels and formats, to the right audiences at the right times, to ensure resonance and retention.

3

Enhancing stakeholder engagement

We engage your external stakeholders in ways that work best for them to foster scientific exchange and inform cross-functional strategy and development decisions.

Our Market-Leading Practice Areas

Medical Communications

- Publications strategy and execution
- Scientific communication platforms, medical narratives, and lexicon
- Expert engagement, meetings, and events
- Digital content and data visualization
- Patient lay summaries, manuscripts, and infographics
- Internal and external medical training

Product Commercialization

- Launch and life cycle management
- Promotional medical/disease education
- Sales training, content development, and dissemination
- Nonpersonal promotion and peer-to-peer programs
- Speaker engagement and training

Strategic Consulting

- Medical affairs functional plan development (3-5 years)
- External engagement model, strategy, and planning
- Training and capability development
- Benchmarking
- Change management
- Globalization

Continuing and Independent Medical Education

- Needs assessments and related behavior change programs
- Medical society partnerships and support
- ACCME and EACCME accredited programs
- Microlearning disease education

Launch Excellence and Preparedness

- Strategy development
- Internal team development and alignment
- Launch orchestration
- Launch impact metrics
- Communication and planning

Clinical Trial Optimization

- Portfolio planning
- Trial planning and design feasibility
- Trial implementation
- Investigator communications, data analysis, and support
- Communication of results

Actionable Analytics and Insights

- Medical strategy and landscape assessment
- Impact benchmarking and KPIs
- External expert identification and segmentation (e.g., PAS, PAG, KOL, DOL, network)
- Publication amplification and congress diagnostics
- Omnichannel intelligence and reporting

Technology and Digital Solutions

- Digital scientific platforms
- Content modularization and personalization
- Engaging congress exhibit booth collateral, including AR and VR
- Intelligent and advanced literature monitoring
- Digital visualization and Insight Hub
- Integrated activity calendar
- Generative AI consulting and implementation

Patient Engagement

- Patient experience and insights
- Medical to patient strategy
- Patient education and communication
- Patient advocacy
- Diversity, equity, and inclusion

Value and Access

- Strategic evidence design
- Evidence generation
- HEOR/RWE publications
- Internal and external training
- Communication