



Launch of SO Patient, an exclusive patient centric offering from the SO What Global Group

Through strategic partnership with patient inclusivity expert Kathy Redmond, SO Patient aims to help clients unleash the full potential of patient engagement in today's complex and ever-changing environment

London – 1 September 2016 -- SO What Global, a specialist PR and marketing communications group in the health, wellbeing and lifestyle space, today announced that it has formed a strategic partnership with patient engagement guru Kathy Redmond to help healthcare companies transform the way they do business and make the most out of patient centric opportunities. SO Patient will draw on its exceptional patient engagement know-how, access to a network of patient opinion leaders and the synergies that exist across the SO What Global Group to create enduring value for its clients.

Kathy Redmond brings an unrivalled 20 years' consultancy and global networking experience in patient relations, notably in oncology, but also across a range of other therapeutic areas. Her expertise in building and nurturing strategic alliances with patient organisations and deep understanding of the complexities of the patient journey in today's ever-changing environment allow her to help clients 'move the needle' in patient engagement. She is joined in this new venture by SO What Global Director Moira Gitsham who will draw on her broad experience of multi-channel product and corporate healthcare communications to maximise synergy across the SO What Global Group.

SO Patient offers pharma, biotech and wellness clients a range of services encompassing patient group relations, patient journey insights, patient strategy development, patient services and resources, digital solutions, patient activation campaigns and patient engagement capacity building. These patient-focussed services complement the existing SO What Global Group's *biosciences to brands* credo and its unique holistic communications approach and emphasis on the importance of lifestyle and wellness.

There is a strong business case for greater patient centricity in the pharmaceutical industry. Yet recent reports have shown that many pharmaceutical companies are not yet ready or confident to fully engage with patients.^{1,2} Another recent global survey went further and concluded that patient services will become a competitive driver and are no longer an option for pharmaceutical companies.³ SO Patient was formed to help clients increase their readiness and capacity and transform the way they do business by placing the patient firmly at the centre.



“So many pharma companies today claim to be patient-centric, but this is all too often an empty promise”, points out Kathy Redmond. “SO Patient aims to help companies *walk the talk* in patient engagement and develop patient-centric strategies that not only meet the real world needs of patients and add value, but also allow them to differentiate from competitors. Our unparalleled patient insight and tailored services along with synergies across the SO What Group will help companies reap the many benefits of high quality patient engagement.”

“In order to grow and meet the needs of clients, SO What Global recognises that an exclusive patient-focused offering, as opposed to a bolt-on service, is needed to bring the patient journey to life and ensure patient needs are front and centre of communications. The team we have assembled is genuinely second to none in this area and I am confident that Kathy and Moira will make a positive impact from day one”, says SO What Group CEO Scott Clark.

So Patient activities will span across the Group’s existing agencies. The SO What Global group includes SO Healthy, a health and wellness PR and medical education agency that focuses on ‘creating chemistry’ with stakeholders through multi-channel, inspiring and impactful communications campaigns and SO Active, a sports marketing consultancy that focuses on consumer behaviour change using sport and activity as the key channel. Matt Dawson, MBE, former England and British & Irish Lions scrumhalf and leading sports journalist and commentator is a founding partner and Director of SO What Global.

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