

PharmaForward helps pharmaceutical, biotech, and healthcare services companies create bold new marketing strategies that build awareness, engage with audiences, and generate new business opportunities. We are leaders in digital strategy for rare diseases, emerging therapies, and online patient identification.

We use analysis and cutting-edge research techniques to define the online landscape and the behaviors of target users, whether they are patients, caregivers, providers, or competitors.

Our work helps clients determine their digital marketing strategy, marketing spend, and what metrics will define program success.

LEADERSHIP



Ben Zipkin, Principal

Ben is a former partner and director of digital services for Cambridge Biomarketing, New England's largest independent healthcare marketing agency. He was responsible for planning and architecting initiatives for Alexion Pharmaceuticals, Biogen Idec, Shire Pharmaceuticals, and at Genzyme.

He became a partner at Cambridge Biomarketing after the agency acquired RDVO, a digital strategy and design firm Ben co-founded in 2002. RDVO served clients in the healthcare, consumer products, and technology industries, winning two Webby Awards, a Clio, and six MITX award (including Best of Show). RDVO was a premier service provider for Microsoft, Eastman Kodak, Abbott Laboratories, Procter & Gamble, and Hewlett Packard.

CAPABILITIES + SERVICES

Our services are tailored to the unique needs of modern global pharmaceutical and biotech companies.

Digital Landscape + Strategy

Compelling digital strategy approach and concepts designed to meet client objectives based on research, insight, and analysis.

Project Planning + Roadmap

Development of comprehensive digital project plans using information architecture, prototyping, and process design.

Connect with Online Audiences

Strategy, planning, execution and management of digital marketing programs including SEO, SEM, display media, and social media campaigns.

Measure + Optimize

Setup and ongoing reporting of digital marketing programs. Custom program dashboards integrated web analytics, conversion, social media, and off-line programs.

Capitalize on Social Media

Social media strategy and approach targeted at patients, HCPs, and other key audiences. Social campaign development & monitoring.

Design + Development

Complete development and integration of responsive websites, online campaign assets, mobile applications and interactive tools.

SELECTED CLIENTS



CONTACT

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