

Experts in catalyzing conversations and connections that lead to better health for people everywhere.

M Booth Health offers decades of experience leading communications for major medical and pharmaceutical milestones and advances in public health, now powered by the award-winning creative and digital talents of consumer PR powerhouse M Booth.

Companies and organizations turn to M Booth Health to advance care, access, and understanding; spark attention and conversation around new therapies; speed research and innovation; shape health policies; and reduce stigma to improve health outcomes.

What truly distinguishes the M Booth Health team is its track record successfully navigating the complex commercial, policy, and advocacy environments.

Expertise

- ▶ Pharmaceutical/Biotech Marketing Communications
- ▶ Policy & Advocacy Engagement
- ▶ Medical & Science Communications
- ▶ Corporate Positioning & Executive Support
- ▶ Issues Preparedness & Reputation Management
- ▶ Internal Communications & Employee Engagement

Services

- ▶ Research, Strategic Planning & Analytics
- ▶ Creative Campaign Development
- ▶ Earned/Paid Media & Engagement
- ▶ Social Media Strategy & Engagement
- ▶ Content Design for Visual Storytelling
- ▶ Science Writing/Data Communications
- ▶ Entertainment & Experiential Activations

We are the agency that

ACHIEVED

uptake of Gilead's next-gen portfolio of HIV treatments among the HIV/AIDS community.

SUPPORTED

hard-to-reach communities in Africa to prevent and treat hepatitis for the World Hepatitis Alliance.

CREATED

a robust online community of people with Parkinson's disease to support UCB's drug to treat it.

INCREASED

action against malaria around the world in partnership with the Gates Foundation, leading to a steep decline in deaths.

ELEVATED

American Society of Clinical Oncology's leadership by helping drive record attendance and coverage of its first virtual conference.

LAUNCHED

the first-ever rapid molecular flu test for Alere, positioning the company as an innovator.

SPEARHEADED

content and drove coverage of AIDS 2020: Virtual, the world's largest HIV conference hosted by the International AIDS Society.

ESTABLISHED

the National Foundation for Infectious Diseases as a leading authority in flu prevention.

GUIDED

data-driven COVID-19 policies with the Institute for Health Metrics and Evaluation.

Current and Recent Client Engagements

PHARMA/BIOPHARMA



GOVERNMENT



PHILANTHROPY



NON-PROFIT/ADVOCACY



PROVIDERS/HEALTH SYSTEMS



At M Booth Health, we believe that better health starts with better conversations. Let's talk.

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