

## **ADVENTIS HEALTH: PROCUREMENT INFORMATION**

Adventis Health recognises that effective partnerships are founded on sound management principles, including transparency in processes and access to key information.

This dedicated procurement management resource has been developed to provide you with all the key data you are likely to need when researching healthcare communication agencies to invite to tender for forthcoming projects and campaigns.

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### **OUR SERVICES**

Adventis Health is a multi-disciplinary healthcare communications agency offering advertising, medical education and PR services to pharmaceutical clients in the UK and Europe.

*Our expertise covers the following:*

- Strategic brand planning
- Corporate and brand development
- New campaign development
- Communications planning
- Advertising and sales promotion
- Disease awareness campaigns
- Medical copywriting, art direction and design
- Digital media
- Web design and management
- Events and Exhibitions
- Print and production
- Medical meetings management
- eLearning programmes

In the vast majority of cases, these services are carried out by our permanent in-house staff.

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### **OUR AGENCY**

*Address:*

**Adventis Health Ltd, Adventis House, Post Office Lane, Beaconsfield,  
Buckinghamshire HP9 1FN**

*Telephone:* **+44(0)1494 731600**

*Fax:* **+44(0)1494 731601**

*Email:* **info@adventis-health.co.uk**

*Website:* **www.adventis-health.com**

*Registered Office:*

**Adventis Health Ltd, Adventis House, Post Office Lane, Beaconsfield,  
Buckinghamshire HP9 1FN**

*Company no:* **06432648**

Adventis Health Limited is a wholly owned subsidiary of Adventis Group plc, an AIM-listed marketing services company, headquartered in Wigmore Street London WC1. Formed by the merger of three previous companies (Affiniti (UK)Ltd, Roundhouse Healthad Ltd and Leapfrog Medical Communications Ltd), Adventis Health Limited was fully consolidated into one trading entity in January 2008.

## OUR FINANCIAL HEALTH

Adventis Health is financially stable. Trading results and statements can be found and downloaded here:

[www.adventis.co.uk/inv\\_info\\_reports.html](http://www.adventis.co.uk/inv_info_reports.html)

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## STAFFING AND STRUCTURE

Adventis Health employs some 50 staff across its strategy, client servicing, creative, digital and administration departments.

Client servicing is organised into 3 multi-disciplinary business units each led by a Business Unit Director or Manager and comprising account handlers at executive, manager and director levels. The Creative Director is responsible for all agency outputs encompassing concepts, copy, design, traffic, print and digital production.

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## OUR INSURANCES

Adventis Health Ltd has policies in place via Adventis Group plc covering:

- Professional Indemnity (including loss of electronic documents) **£1,000,000**
- Public liability **£2,000,000**

[Download from site](#)

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## OUR CLIENTS

*We work with many pharmaceutical clients (large and small) including:*

Abbott Medical Optics  
Allergan  
Baxter  
Celgene  
Chiesi  
ECO Animal Health  
Ferring International  
GE Healthcare  
Genus Pharmaceuticals  
LEO Pharma  
Lundbeck  
Merial International  
Merz Pharmaceuticals  
MSD  
Novartis  
Recordati  
Roche Products  
Sanofi Pasteur MSD  
Schering-Plough

Adventis Health works exclusively within the pharmaceutical sector.

## RECENT AWARDS

### Pharmaceutical Marketing Society

2009 – Winner Nursing Journal Advertisement (Craft)  
Highly Commended- Healthcare Industry Advertisement  
Commended – Relestat GP Journal Advertisement  
Commended – Relestat Campaign (Craft)

2008 – Winner Healthcare Industry Advertisement

### Rx Club

2009 Awards of Excellence for:  
Relestat  
Children's Vaccine Campaign  
Bramitob Campaign  
Risperdal Sales Aid  
House Advertisement

2008 – Awards of Excellence x 8

### VMA Veterinary Marketing Awards

2009 – Winner International Marketing Campaign

### The French Trophée Fragonard

2009 – Winner - Best Pet Advertisement

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## ACCOUNT MANAGEMENT

Adventis Health prides itself in “best practice” Account Management systems and operating procedures

- *Effective communications delivered through:*
  - Weekly status reports from agency to client
  - Contact reports submitted within 48 hours of meeting / telecoms
  - Regular structured client agency consultation
- *Adherence to timelines and budgets*
  - Project Gantt charts agreed and constantly reviewed
  - Cost matrix showing cost by discipline constantly tracked and reviewed following initial estimation
  - Use of in-house resource to control costs and meet timelines
- *Quality control of outputs*
  - Rigorous analysis of client briefs and solutions delivered
  - Thorough checking at each stage of production

## **BUSINESS ETHICS**

Adventis Health has not paid or authorised the offer / payment of any money or the giving of anything of value or the doing of anything in order to exert undue influence on any Government Official – nor will at any time in the future.

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## **WORK PRIORITISATION**

By assigning a specified Business Unit Director and Account Director to your project we will ensure that it receives the appropriate resourcing and priority within the context of the overall business. Accurate timelines and schedules allow resourcing conflict to be managed effectively. With 50 healthcare personnel on staff, additional resources can be assigned to ensure delivery.

Urgent projects are communicated immediately to the Business Unit Director, General Manager and the Creative Services Director (in charge of work flow and tracking of all production). Within creative and digital departments an allocated “hot desk” operative is available to deal with immediate requirements.

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## **CONFIDENTIALITY AND SECURITY OF CLIENT DATA**

All Client work is stored and accessed from a secure central server hosted at our Beaconsfield office. All staff are trained and competent in managing data confidentially. Many of our products also necessitate compliance with the data protection act.

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## **BUSINESS CONTINUITY PLANNING**

Adventis Health has a Business Continuity Plan which is reviewed annually and tested every 6 months. This includes the availability of alternate sites from which staff can carry out their duties in the event of a disaster occurring at the agency’s main business location.

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## **HEALTH AND SAFETY**

Staff welfare is covered by a comprehensive group Health and Safety policy.  
[Download from site](#)

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## **DIRECT CONTACT DETAILS**

Kevin McGetrick, Managing Director +44(0)1494 731682  
kevin.mcgetrick@adventis-health.com

## **FEEDBACK / ANY QUESTIONS**

Thank you for visiting this site which we hope this site has proved useful to you. If you have any comments you wish to make or seek any additional information about Adventis Health please contact us here:

[info@adventis-health.com](mailto:info@adventis-health.com)