



OPEN HEALTH

An introduction to OPEN Health



**unlock** possibilities

# Innovation with purpose; engaging communications that drive behavior change to prevent and treat disease

**GSK** is a global biopharma company with a purpose to unite science, technology, and talent to get ahead of disease together

IGNITE  
INNOVATION

**GSK**



OPEN HEALTH

UNITE  
TRUST

EXCITE  
PERFORMANCE

At  
**OPEN Health**,  
we unite deep scientific knowledge with wide-ranging specialist expertise to unlock possibilities that improve health outcomes and patient well-being

We have a common purpose and aligned values: using innovation to make a meaningful difference

# OPEN Health: Your world-class strategic partner



## WHO WE ARE

We stand for **scientific excellence**, and our dedicated experts have extensive experience in your therapy areas and are capable of end-to-end service delivery

Our **deep heritage with GSK** therapy areas and products is testament to an already successful partnership you can depend on

We are proactive:

- We **innovate with purpose**
- We are **thought leaders** in medical affairs, patient-centricity and digital innovation, driving forward the important conversations
- We recognize the **transformative impact** technology can have across medical communications and engagement and are already utilizing generative AI on live GSK projects



## HOW WE PARTNER FOR SHARED SUCCESS

We have **shared values** (shown below) and have recognized for many years that GSK fits our ideal client persona for partnership

Our OPEN approach not only delivers successful **omnichannel programs**, but internally allows us to onboard efficiently and effectively, and empowers our teams for great collaboration

We are **committed to exceeding your expectations** and proud to have an accessible Executive Sponsor dedicated to our partnership with GSK



## WHAT MAKES US UNIQUE

We have a **nimble structure** to enable high connectivity and fluidity across our organization to swiftly build **bespoke multidisciplinary teams** with the right blend of scientific and strategic expertise for your needs

We are powered for effective cross-functional collaboration, creating opportunities for **integration** of other stakeholders, scientific alignment, analytics for measured success, and patient inclusivity

Regular reviews of ways of working and commercials to ensure we proactively course correct to your needs, create **value**, and maximize **efficiencies**

We are great **fun** to work with

# By harnessing the power of our collective strengths, OPEN Health is poised to solve complex challenges across multiple disciplines, including evidence generation, publications, and medical and marketing communications

## Consulting (Acel Health)

- Commercial strategy
- Pricing & market access
- Commercial excellence
- Medical Affairs consulting

## Scientific Communications

- Medical Affairs strategy
- Publications planning & delivery
- Medical communications
- MSL strategy & content

## Patient Engagement

- Strategy, insights, & market research
- Health psychology & behavior science
- Patient content & storytelling
- Ambassador programs & advocacy engagement

## HEOR & Market Access

- Market access strategy
- Real world evidence & data analytics
- Patient-centered outcomes
- Health economic modeling & meta-analysis

## Creative Communications

- Data-driven creativity
- Brand & launch communications
- Omnichannel strategy
- Campaign development & measurement



With a deep scientific understanding across the multiple disciplines, we bring the right scientific expertise together at the right time

# We are excited by the potential of effective cross-functional collaboration to unlock possibilities for the scientific community and patients

## CHALLENGE:

Aligning and prioritizing evidence generation to meet the needs of all external stakeholders

## OPPORTUNITY:

An integrated evidence generation strategy that supports the desired product label, builds prescriber and patient acceptance of the product, and maximizes global market access

## CHALLENGE:

Multiple internal functions developing and disseminating content for shared (or overlapping) external stakeholders

## OPPORTUNITY:

A cross-functionally developed scientific narrative that is supported by evidence and can be pulled through into function-specific communication plans designed toward a seamless content journey

## CHALLENGE:

Increasing pressure to achieve more with less

## OPPORTUNITY:

Integration of end-to-end data and analytics across all activities to provide insight, drive decisions, and measure results, including time and budget efficiencies

## CHALLENGE:

Moving from patient centricity to patient inclusivity

## OPPORTUNITY:

Identify opportunities to engage patients throughout the product lifecycle to understand their lived experience, give them a voice in scientific communications (through co-creation activities), and ensure content (received directly or via PAGs or HCPs) is relatable and resonates

All these opportunities are enhanced by working with one united partner, turbocharging GSK's power to improve patient outcomes and wellbeing at scale.