



HEALTH

A CONDITION IN WHICH SOMEONE OR SOMETHING IS THRIVING OR DOING WELL

Apply modern content approaches to diverse health contexts.

SOLUTION OVERVIEW

Let's innovate by taking the best content practices, insights, and innovations from other verticals and applying them to health.

BENEFITS



More effective content



Faster digital transformation



Better business + health outcomes

SAMPLE PROJECTS + NEEDS

Whether you're trying to communicate with patients, recruit for clinical trials, sell health technology to businesses, or otherwise operate in our digital world, content is critical.

- ▶ ALIGN CONTENT ACROSS THE PATIENT OR USER JOURNEY
- ▶ IMPROVE DIVERSITY IN RECRUITMENT FOR CLINICAL TRIALS
- ▶ TEST EFFECTIVENESS OF HEALTH MATERIALS WITH SPECIFIC POPULATIONS
- ▶ MODERNIZE APPROACHES TO CONTENT AND COMMUNICATIONS
- ▶ APPLY PLAIN AND INCLUSIVE LANGUAGE WITH DIVERSE AUDIENCES AT SCALE
- ▶ IMPROVE CONTENT CONSISTENCY AND HARMONY
- ▶ STREAMLINE CONTENT OR COMMUNICATION OPERATIONS
- ▶ EVALUATE THE EFFECTIVENESS OF HEALTH INTERVENTIONS
- ▶ IMPROVE VISIBILITY OF CONTENT IN SEARCH ENGINES + OTHER CHANNELS
- ▶ EMPOWER TEAMS WITH MODERN CONTENT SKILLS
- ▶ COMBAT MIS/DISINFORMATION
- ▶ PILOT USE OF GENERATIVE AI

SAMPLE CLIENTS



CONTENT WRX

Our unique system evaluates and scores your content's effectiveness while collecting invaluable first party data. Make better content decisions with better data.

"MY TEAM APPRECIATED THE DATA THAT CONTENT SCIENCE WAS ABLE TO PROVIDE AS WELL AS THE EMPHASIS ON MOBILE. CONTENT SCIENCE OPENED THEIR EYES TO THAT USAGE."

Eleni Berger, American Cancer Society



CONTENT SCIENCE

Insight ▶ Idea ▶ Implementation ▶ Impact