



HealthPolCom Case Study

Stakeholder Policy Conference Development

Situation: Executives of a boutique communications and public affairs firm needed policy and issue expertise to develop and present a proposal for a major pharmaceutical company's annual stakeholder conference.

Actions: Provided expert insight into evolving pharmaceutical industry issues.

Worked with firm's executives to identify key topics and keynote speakers, helped develop the meeting's structure and in drafting the final proposal.

Presented the major policy portion of the proposal to the client's policy and alliance development team.

Outcome: The communications and public affairs firm won the contract for this annual event based on the presentation's strong policy content.