

## Hall & Partners Health Launches PatientPulse

H&P introduces a new framework for planning and evaluating the patient experience

London, UK 24 June 2013 – Hall & Partners Health, a specialist division of Hall & Partners dedicated to healthcare and pharmaceutical brand and communications research, announced today the launch of its innovative patient experience framework, PatientPulse. PatientPulse reflects Hall & Partners' focus on understanding what people 'feel', 'think' and 'do' in the context of socio-cultural and environmental influences.

PatientPulse enables the patient experience to be broken down into three distinct stages – before, during and after treatment – facilitating a detailed understanding of the patient experience at each step of the journey. It reveals moments of truth that may detract from or reinforce disease and brand engagement, and helps create a plan for when, where, how and whom to interact with to optimise patient engagement and prescriptions. Ultimately, PatientPulse helps clients to become more customer-centric in their marketing and communications strategies, and provides guidance on how the connection with patients can be strengthened at each stage of their experience.

“Many of our clients are ‘talking the talk’ of patient centricity. With PatientPulse, we aim to help them ‘walk the walk’ by creating true disease and brand engagement. We’re helping our pharmaceutical clients better connected with patients and enhancing the holistic patient experience,” said Hannah Mann, Partner responsible for innovations in patient research at Hall & Partners Health.

Abigail Stuart, Global Head of Health commented: “PatientPulse is the latest innovation to support our fast growing patient practice. It’s delivered fresh patient insights, new research approaches and has allowed us to deliver better advice to clients on how they can fulfil the promise of customer centricity.”

To learn more about PatientPulse, visit the Hall & Partners [website](#) or view the [video](#).

### About Hall & Partners Health

*Hall & Partners Health is the specialist division of Hall & Partners dedicated to healthcare & pharmaceutical marketing research. Hall & Partners ([www.hallandpartners.com](http://www.hallandpartners.com)) is a leading global research boutique, specializing in brand engagement and communications research. Their innovative Engager® framework provides a new way to measure how people engage with brands and has helped revolutionize the way the advertising industry thinks about brand engagement. Hall & Partners carry out research in over 70 countries, and have offices in Chicago, London, Los Angeles, Melbourne, New York, Seattle,*

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*Singapore and Sydney. Hall & Partners is a part of Diversified Agency Service, a division of Omnicom Group Inc.*

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*Diversified Agency Services (DAS), a division of Omnicom Group Inc. (NYSE:OMC) ([www.omicomgroup.com](http://www.omicomgroup.com)), manages Omnicom's holdings in a variety of marketing communications disciplines. DAS includes over 200 companies, which operate through a combination of networks and regional organizations, serving international and local clients through more than 700 offices in 71 countries.*

**About Omnicom Group Inc.**

*Omnicom Group Inc. ([www.omicomgroup.com](http://www.omicomgroup.com)) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.*