

T40

TOP FORTY
CREATIVE
HEALTHCARE
AGENCIES UK

2025 EDITION

Also featuring the top:

- Smaller agencies
- Young agencies
- UK-focused agencies
- Independent agencies



2025 Edition ▪ **Volume 06**

www.pmlive.com/t40

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carers, payers, and HCPs.



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Science Teams

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transformation.**



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PME Top 40 Creative Agencies.*

www.kangahealth.com

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Welcome to the sixth edition of PMLIVE's T40 - the Top 40 creative agencies working in UK healthcare. Our goal continues to be to offer a thorough overview of the agencies that have had the most substantial impact in the UK healthcare sector over the last year.

In this edition, we have once again scoured the industry to identify the top-performing agencies and we are excited to share them with you. Make sure to check out our website at www.pmlive.com/t40, where you can interactively sort the data and compare the agencies. PMLIVE also provides in-depth profiles and up-to-date contact information for each agency listed.

We are thankful to all the agencies that participated and provided data for this T40 publication. Their continued support is crucial. With 11 new agencies entering and significant changes in the data submitted, the final list was highly anticipated.

As always, it is important to

recognise that this list is not comprehensive of all agencies in the sector. Some agencies opted not to participate; others did not complete the data collection process, and there may be agencies we are unaware of who were not invited. If your agency or one you know is not on the list, please contact us or encourage it to participate in the future.

The listing itself starts on page 18, and we also have top ten lists for smaller agencies, young agencies, independent agencies and UK-focused agencies on pages 10, 12 and 15. The full methodology and breakdown of the ranking metrics can be found on page 4.

Each year we look ahead to see how we can improve the T40, and we welcome any feedback or comments. Please get in touch at t40@pmlive.com with any thoughts.

We hope you enjoy this edition and we look forward to continuing to provide you with detailed insights into the creative agencies making waves in the UK healthcare marketplace.

Methodology

Goals

PMLiVE's Top 40 Creative Healthcare Agencies lists advertising, branding, creative and design agencies that are working in the UK healthcare sector.

The aim of the T40 listing is to highlight those creative agencies that had the most impact in the UK healthcare sector in 2024.

Creating a shortlist

A shortlist was created from a number of places including: publicly available awards results; PMLiVE's PMHub categories; PMGroup's in-house databases; other data sources within the public domain.

To be listed, all agencies must have offices within the United Kingdom, permanent staff operating in the UK – and have billed over £100,000 on advertising, branding, creative and design work in the UK healthcare sector in 2024.

This is not an exhaustive list of all companies working in this sector; some agencies were outside the top 40, some declined to participate and some did not provide any data. You can find more creative agencies in PMLiVE's PMHub listed under advertising, branding, creative or design.

Although consultancies specialising in healthcare PR and medical education were not directly asked to supply details for this year's T40 listing, some healthcare communications agencies with a specialist creative department or brand have been included in this year's list. If you would like more information on medical communications consultancies, please see the *Communiqué Awards* or browse through the PR, medical education and medical communications categories of PMHub.

Caveats

The bar charts in this publication give an indication of the data supplied, but are scored from wide and varying banding levels and, as such, the length of the bar charts should not be used to infer direct comparisons between each agency's actual data (which was not supplied).

For example, if one bar chart is twice the length of another, it should not be inferred that the agency has exactly twice the level of that specific measure. There is some weighting towards smaller agencies that have a greater amount of their overall work taking place in the UK, to reflect the aim of the publication in highlighting those agencies that have had an impact on the UK marketplace.

PMLiVE and PMGroup Worldwide Ltd do not actively recommend or approve any of the agencies in the T40 list, and provide no guarantee of the validity of the data shown. The rankings are calculated from a mix of information supplied by the agencies and data found in the public domain (further details are shown on the right).

The data in this publication was approved by the agencies when they submitted their 2024 data or approved their online T40 entries at www.pmlive.com/t40

Ranking breakdown



Awards (40%)

For the 2025 edition, agencies were encouraged to submit as many awards in as many different schemes during 2024 as they wished. Points were allocated by PMLiVE based on the level of success (eg: gold, silver etc), the type of awards scheme, the award category and the type of work / nature of the award – and a total score calculated for each agency. The scoring methodology for each awards scheme, category, type of work was applied equally to each agency.

The total points were converted into a score out of 40.



Billings from advertising, branding, creative and design work in UK healthcare (20%)

Agencies were asked to approximate the percentage of their business dedicated to advertising, branding, creative and design work for the UK healthcare sector. This was combined with the total billings data to produce a final score.



Total agency billings (10%)

Data was supplied by the agencies based on set ranges with varying levels of depth to ensure that comparison across a broad range and size of agencies was possible.



Social media presence (10%)

This ranking factor looks at how individual agencies have developed their social media presence.

It was calculated by looking at the number of followers on the corporate social media accounts supplied by the agencies. Each agency supplied up to four accounts (one per social media system) including YouTube, Facebook, Twitter, Instagram, Vimeo and LinkedIn (account data supplied by the agencies – all counts made and verified on 26th November 2025).



Total number of staff working on healthcare accounts (10%)



Total number of agency staff (5%)



Agency age (5%)

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Volume Up Digital

PMLive's Top 10 lists

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PMLiVE's T40: 40 reasons to celebrate creativity in healthcare communications!

Welcome to the sixth edition of PMLiVE's T40, highlighting the Top 40 creative agencies working in UK healthcare.

Our thanks go out to all of the agencies that submitted data including those that were outside the top 40 this year.

Wherever an agency ends up in the listings (or just outside) they are all producing excellent work and delivering for their clients. We would recommend looking at the full agency profiles on www.pmlive.com/t40 and speaking to individual agencies directly to find out exactly what they have to offer.

We made very few changes to the criteria and ranking algorithms for this edition – with awards won and a mix of global revenue and UK weighting continuing to have the most impact on the rankings.

The scoring remained incredibly tight in places – on two occasions, four agencies are separated by less than four tenths of a point, while the smallest gap between two agencies is a mere one hundredth of a point.

To view the full Top 40 list, go to page 18.

The top ten lists for smaller agencies, young agencies, independent agencies and UK-focused agencies can be found on pages 10, 12 and 15.

This year's overall results

Rising to the very top of the table this year is Ogilvy Health, knocking Havas Lynx into second place.

And that feeling of change continues throughout the list, with only three agencies staying in exactly the same position as the 2024 edition.

There are 11 new entries this year, with 17 moving up the overall list (the same as last year) and nine moving in the opposite direction.

The highest new entry was Ogilvy Health, rising up to take the top spot, with Inizio Evoke moving up to take third place.

This year's highest climber was 11 London with a huge leap of 22 places, closely followed by Page&Page, with a rise of 19 places. Other notable high climbers in this year's list included Grace Communications, Wizzard, Hamell Communications, bmore and Graphite Digital.

Awards

We continued with the awards expansion from 2022, allowing any awards won in 2024 to be submitted. We used the same weighting – looking at the awards scheme, the category and the work that had been entered and favouring healthcare-related schemes and categories.

With 56 mentions in total, Ogilvy Health had the highest number of awards mentions and also took the top spot in the awards table overall, with 18 awards at Gold or Grand Prix level. McCann London had the second most mentions, with 48, closely followed by Havas Lynx on 47. But Havas Lynx took second spot in the awards table by a whisker, as even though McCann had three more gold awards - Havas had ten more silver or bronze, which gave them more awards points overall.

Billings revenue

We asked agencies to select from a number of revenue bands for 2024, and gave marks accordingly. In a change to last year, there was only one agency in the top two revenue bands – and a slight increase from 26 to 28 agencies reporting one of the lowest three bands

Revenue from work produced for the UK creative healthcare marketplace

We asked all agencies an additional question:

‘What is the approximate percentage of your business dedicated to advertising, branding, creative and design projects in the UK healthcare sector?’ From the information provided, we created a score for the percentage of each agency’s revenue derived from UK work. Agencies ranged from 10-19% right up to 90-100%.

There were four agencies with less than 20% of their work in the UK marketplace and there were also four that produced over 90% UK work – all of which are included in our UK-focused list on page 15.

Staff

We looked at the total number of staff and the staff that are dedicated to healthcare accounts. In the ranking breakdown seen on page 4, we gave double the weight to total healthcare staff. We split the top ten smaller agencies on page 12 and set the cut-off point to include agencies that had specified bands of 1-9 and 10-24 total staff only. This cut-off point resulted in exactly 19 agencies this year (up from 16 last time).

Longevity

The final point we looked at was when each agency was established. We also used this to draft the top ten young agencies on page 15, where we included all agencies that were established less than ten years ago.

Client retention / New business

BAND	NUMBER OF AGENCIES
Under 10%	2
10-19%	10
20-29%	14
30-39%	8
40-49%	2
50-59%	1
90-100%	3

This year, four agency reported more than 50% of business was from new clients and 11 agencies reported less than 20% of business from new clients (down from 14 last year and 17 the year before).

CLIENT RETENTION CHART:

Approximately what percentage of your business in 2024 was from new clients?

Conclusion

We hope you enjoy the sixth T40 edition and we look forward to bringing you more in-depth analysis of the Top 40 UK creative agencies. We welcome any feedback or comments at t40@pmlive.com.

AI in pharma marketing: why integration is easy – and real value isn't

By Ibra Hass



AI has become the loudest buzzword in pharma marketing. Every conference agenda, leadership panel and vendor pitch promises the same outcome: 'Integrate AI and everything improves.'

For many pharma organisations, the reality is far less impressive. The uncomfortable truth is this: AI is not the hard part. Data readiness is.

Integration is not the same as intelligence

There is a growing assumption that adopting AI simply means integrating tools like Copilot Studio, large language models or automation platforms into existing systems. From a technical perspective, that part is relatively easy. APIs connect. Dashboards populate. Outputs appear.

What is often overlooked is that integration does not equal intelligence.

AI systems are only as effective as the data they are built on – and in pharma marketing, data is rarely clean, unified or contextualised. Engagement data lives in one platform, CRM data in another, content performance elsewhere and sales outcomes somewhere else entirely. Many of these systems were never designed to speak to one another.

Adding AI on top of this fragmentation doesn't solve the problem. It simply accelerates it.

Training AI, not just installing it

This isn't a new lesson. Back in 2018 – long before AI became a boardroom buzzword – we were building early machine-learning models to support marketing decision-making. There was no 'plug and play'.

We had to explicitly teach the system what each data point represented, how different actions related to one another and what should happen in specific scenarios. We weren't just feeding data into a machine – we were defining logic, context and intent.

That is the step many organisations now skip.

AI does not inherently understand what 'good engagement' looks like in a highly regulated environment. It doesn't know which interactions genuinely influence prescribing behaviour or how field activity should be weighted against digital activity.

Those decisions still require human leadership, strategic clarity and deep domain expertise.

Why pharma data is rarely AI-ready

Pharma marketing faces a uniquely complex challenge: multiple platforms, regulatory constraints, long decision cycles and indirect links between marketing activity and sales outcomes.

Most teams don't have a single, agreed definition of success across channels – let alone a clean data set that reflects it.

Before AI can deliver value, organisations need to answer fundamental questions:

- What does meaningful engagement actually mean for our brands?
- Which activities influence field conversations – and which do not?
- How do we connect marketing inputs to real-world prescribing behaviour?

Without this groundwork, AI will generate outputs – but not insights.

Five leadership principles for making AI work

For leaders looking to move beyond experimentation and into measurable value, five principles matter far more than tool selection.

- Map your ecosystem before you automate it. Understand where data lives, who owns it and how it connects.
- Define value before defining algorithms. Decide what 'impact' means before asking AI to measure it.
- Train AI like a new team member. It needs rules, context and feedback – not just credentials.
- Start with decision support, not replacement. The most effective AI systems enhance judgement rather than attempt to replace it.
- Link marketing activity to sales reality. If AI cannot explain what marketing is influencing in the field, it is not delivering value.

From activity metrics to commercial impact

The real opportunity for AI in pharma marketing is not content generation or automated reporting. It is something far more valuable: understanding how marketing activity influences commercial outcomes.

For years, marketing teams have been measured on outputs – emails sent, assets deployed, campaigns launched. AI can help organisations move beyond this, but only if systems are trained to connect actions to outcomes.

When done properly, AI can help answer questions leadership teams genuinely care about:

- Which activities support more meaningful field conversations?
- Where is marketing adding value – and where is it just noise?
- How should resources be reallocated to support medicines more effectively?

That is not a technology problem. It is a leadership one.

Ibra Hass is CEO at Volume Up Digital

VOLUME UP DIGITAL

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IN PHARMA MARKETING

A UK-based specialist pharma agency combining strategy, execution, and product-backed delivery. Trusted by leading pharmaceutical brands for over a decade, **Volume Up Digital is a UK-headquartered pharma and healthcare agency** partnering with brand, medical, and omnichannel teams to turn strategy into delivery — clearly, compliantly, and without friction.



Who we are

Volume Up Digital is built for pharmaceutical teams who need work delivered properly — and quickly. We combine **strategic thinking, compliance-aware execution, and hands-on delivery** to help organisations simplify complexity, improve engagement, and make confident decisions. We work as an extension of our clients' teams, taking ownership from brief through to delivery and reducing internal burden across brand, medical, digital, and commercial functions.



Our strategic strengths

Strategy that gets executed

We don't stop at recommendations. We translate strategy into practical, deliverable plans that teams can confidently implement.

Pharma-native delivery

Our approach is shaped by real-world regulated environments, cross-functional governance, and the realities of working with medical and compliance teams.

End-to-end ownership

We manage projects from start to finish — minimising handovers, reducing delivery risk, and saving internal time.

Technology-enabled, not tech-led

Where technology adds value, we use it to accelerate outcomes while sitting alongside existing our brands, content, and analytics platforms.



What we deliver

- Omnichannel, brand, and engagement strategy
- Medical and marketing content development
- Digital experiences, websites, and HCP journeys
- Engagement analytics and performance insight
- Field-force enablement and content clarity
- Congress, event, and video support

Our work is delivered through **clear packages, pilots, and retainers** designed to provide speed, predictability, and measurable value.



Our product-backed capabilities

Alongside our agency services, we have developed a set of **pharma-ready products** that support faster, more consistent delivery. These are used selectively to enable clarity, scale, and insight — never as disruptive platform replacements.

RepPilot

A rep-facing engagement guide that brings clarity to in-field content use. RepPilot helps reps understand exactly what to present at each stage of the customer journey, while giving brand and medical teams visibility of real-world content usage.

EngageIQ

An insight and slide-generation tool that transforms healthcare data into locally relevant, rep-ready narratives — enabling more meaningful HCP conversations without manual effort.

Pulse Metrix

An engagement and performance intelligence layer that unifies signals across channels into a single, trusted view — helping teams move beyond vanity metrics to actionable insight.

Our products are typically introduced through **defined pilots** and are designed to complement existing systems.



What our clients say

"Volume Up Digital understood the brief immediately and took full ownership of delivery. They managed the project end to end, allowing our team to stay focused on priorities."

— Dan, Senior Client Lead



Top 10 independent agencies

Rank	Name
1	Costello Medical
2	Oi Ltd
3	Swordfish Advertising Ltd
4	Page & Page Health
5	11 London
6	Hamell Communications Ltd
7	Dice Medical Communications
8	KVA
9	Medico Digital
10	Verve

This list displays agencies that told us they were not part of a larger organisation.

WWW.WIZZARD.CO.UK

**SMART ENOUGH
FOR SCIENCE.
BOLD ENOUGH
TO MAKE MAGIC.**

At 25 years old, we've the experience of an old-timer, but the energy of a start-up. The creative agency with a head for healthcare, and brimming with human-made magic.

WIZZARD

10

independent agencies



Verve

Our work is led by humans for humans. We are a diverse team of individuals bringing unique skills and perspectives together to create compelling strategic narratives.

Our humanised approach ensures we transform complex scientific information to relevant and impactful content. We give you Verve.

At Verve, we know that effective healthcare communication is about more than delivering information—it's about making meaningful connections. Our Science, Humanised philosophy blends scientific precision with genuine human empathy to create communications that resonate on a deeper level. We combine a diverse range of skills and perspectives to address real-world needs, whether for healthcare professionals, patients, or caregivers. By integrating our three pillars—Human-Centred Design, Empathy, and Harmonisation—we create solutions that go beyond just relaying facts. We build trust, inspire confidence, and empower decision-making.

We're committed to making healthcare communication more accessible, engaging, and impactful. By transforming complex scientific content into human connections, we help brands communicate with clarity and purpose.

Agency Information

Location	66 Old Compton St, Soho, London
Website	https://wegiveyouverve.com/
Email	info@wegiveyouverve.com
Telephone	020 7060 4301
Total staff	10-24
Healthcare staff	10-24
Agency age	Between 10 and 15 years
Status	Independent

Key Contact

Name	Dom Murdoch
Job title	Managing Director
Email	dominic.murdoch@wegiveyouverve.com
Telephone	07970491081

Awards

OTC Awards 2024: <https://www.citeline.com/en/awards/otcmarketingawards2024>

Best OTC Pharmacy Training & learning category:

WINNER Nurofen See my Pain

FINALIST: Be her, EllaOne and Hana, Perrigo

PM Society 2024 Awards:

Finalist: Agency of the year (headcount under 30)

PM Society 2024 Awards:

Finalist: Product Promotion (Single Piece) for The Difference Is Clear for Norgine

PM Society Digital Awards 2024:

Finalist: Innovation, Creativity for The Enfamil Benefit Expression

PM Society Digital Awards 2024:

Bronze: Healthcare Charities, Patient Associations & the NHS for Spot the Stop Campaign for Tay-Sachs

Verve's online profile is available at <https://pmlive.com/agencies/2025/verve/>

 [company/verve-marketing-london-ltd](https://www.linkedin.com/company/verve-marketing-london-ltd)

 [/wegiveyouverve](https://www.instagram.com/wegiveyouverve)

 [@wegiveyouverve](https://www.tiktok.com/@wegiveyouverve)

Top 10 smaller agencies


Rank	Name	Total staff*	Healthcare staff**
1	Medico Digital	10-24	10-24
2	Verve	10-24	10-24
3	Life Healthcare Communications	10-24	10-24
4	Hug Advertising Ltd	10-24	10-24
5	Grace Communications	10-24	10-24
6	bmore	10-24	10-24
7	CAN Advertising Ltd	10-24	10-24
8	Wizzard	10-24	10-24
9	Salt	10-24	10-24
10	Get Animated Medical	0-9	0-9


This list displays agencies that told us they had fewer than 25 total staff.
 * Total agency staff ** Total staff working on healthcare accounts



WWW.WIZZARD.CO.UK

WELL PRACTISED. NEVER PREDICTABLE.

At 25 years old, we've the experience of an old-timer, but the energy of a start-up. The creative agency with a head for healthcare, and brimming with human-made magic.







WIZZARD

2

smaller agencies



Verve

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Status	Independent

Key Contact

Name	Dom Murdoch
Job title	Managing Director
Email	dominic.murdoch@wegiveyouverve.com
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Verve's online profile is available at <https://pmlive.com/agencies/2025/verve/>

 [company/verve-marketing-london-ltd](https://www.linkedin.com/company/verve-marketing-london-ltd)

 [/wegiveyouverve](https://www.instagram.com/wegiveyouverve)

 [@wegiveyouverve](https://www.tiktok.com/@wegiveyouverve)

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Top young agencies

Rank	Name	 Agency age (years)
1	Precision AQ	2-3
2	Salt	7-10
3	Get Animated Medical	5-7
4	Atomic Matter	1-2
5	Foundry3	7-10
6	Volume Up Digital	5-7
7	Sapience Communications	7-10
8	Hooked	1-2

This list displays agencies that told us they were under ten years old.

Top UK-focused agencies

Rank	Name
1	Medico Digital
2	Hug Advertising Ltd
3	Grace Communications
4	bmore
5	Wizzard
6	Get Animated Medical
7	Atomic Matter
8	Genetic Digital
9	Volume Up Digital

This list displays those agencies that told us approximately 80-100% of their business was dedicated to advertising, branding, creative and design projects in the UK healthcare sector.



AtomicMatter

Avalere Health
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FOUNDRY 3



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MEDICAL



GRACE COMMS

Graphite

Hamell

HAVAS
Life London

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Lynx

Hooked



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evoke

kanga
Practical Digital Transformation



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life

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DIGITAL

Ogilvy Health



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Syneos Health
Communications



verve.

VIRGO
HEALTH

VOLUME UP DIGITAL



PMLiVE's T40

A listing of the top 40 creative agencies working on advertising, branding, creative and design projects in the UK healthcare sector.

To be included in next year's list or if there's something you would like to see in future editions of the T40, please drop us a line at t40@pmlive.com

2025 LIST →





1

Ogilvy Health



Ogilvy Health

Our mission is to inspire people and brands to impact the world. At Ogilvy Health we create transformative impact on the world's health and wellbeing.

Ogilvy Health is focused on driving superior outcomes in the ever-changing healthcare environment, an increasingly complex and evolving marketplace. We inspire brands and people to impact the world by keeping our audiences' health and wellness needs at the centre of every touchpoint. Ogilvy Health delivers insight, creativity, innovation, and engagement solutions for all healthcare stakeholders, patients, and consumers across the healthcare continuum. Through borderless creativity – operating, innovating, and creating at the intersection of talent and capabilities – Advertising, Experience, Public Relations, Health, and Consulting work fluidly across 131 offices in 93 countries to bring forth world-class creative solutions for our clients.

Agency Information

Location	Sea Containers, 18 Upper Ground, London, SE1 9RQ
Website	www.ogilvy.com/uk/work/health
Email	caroline.howe@ogilvy.com
Telephone	020 3193 3000
Total staff	150-249
Healthcare staff	150-249
Agency age	Over 30 years
Status	Networked

Key Contact

Name	Caroline Howe
Job title	CEO Ogilvy Health UK/EMEA
Email	caroline.howe@ogilvy.com
Telephone	020 3193 3000

Awards

2024 PM Society Awards:

- Gold, Diversity & Inclusion in Creative Communication, National Autistic Society: Now I Know Diversity & Inclusion in Creative Communications - PM Society
- Bronze, Charity/Patient Organisation incl. Pro Bono, National Autistic Society: Now I Know Charity or Patient Organisation Including Pro Bono - PM Society
- Bronze, Charity/Patient Organisation incl. Pro Bono, NABS – Throwaway Comments: Lifelong Hurt Charity or Patient Organisation Including Pro Bono - PM Society
- Gold, Diversity & Inclusion Initiatives, NABS – Throwaway Comments: Lifelong Hurt PM Society Awards 2024: Diversity & Inclusion Initiatives - PM Society
- Finalist, Diversity & Inclusion in Creative Comms, Haleon: Listen to Pain PM Society Awards 2024: Diversity & Inclusion in Creative Communications - PM Society
- Finalist, Charity/Patient Organisation incl. Pro Bono, Emmie's Books (Better with Books) PM Society Awards 2024: Charity or Patient Organisation Including Pro Bono - PM Society

2024 Reuters Event Awards:

- Win, Valuable Medical Education / Awareness Initiative Award], Boehringer Ingelheim: The Unwearable Collection

Pharma Awards Europe 2024

2024 Clio Health Awards:

- Gold, OOH: poster / campaign, NABS - Throwaway Comments: Lifelong Hurt
- Silver, OOH: poster / individual, NABS - Throwaway Comments: Lifelong Hurt
- Bronze, Design craft: art direction, NABS - Throwaway Comments: Lifelong Hurt
- Bronze, Design craft: production, NABS - Throwaway Comments: Lifelong Hurt
- Bronze, HA&A: Print (& OOH) craft / illustration, NABS - Throwaway Comments: Lifelong Hurt
- Bronze, Mental Health, NABS - Throwaway Comments: Lifelong Hurt

2024 This Can Happen Awards:

- Win, Head of Wellbeing, Bev Taylor/Shortlisted, Best Campaign for Pharma and Healthcare:

2024 Cannes Lions Awards:

- Bronze, Health & Wellness / Art Direction, The Melanoma Law, Skin Cancer UK

2024 Communique Awards:

- Gold, Excellence in National or Local Education Meetings/Stand-Alone Events, Haleon: Listen to Pain

2024 Inside Out Awards:

- Highly Commended, Best Network / ERG of the Year, Thrive

2024 PM Society Digital Awards:

- Silver, Haleon: Every Patient, External Comms (pharma or agency) PM Society Digital Awards 2024 – External Communications: Pharma or Agency - PM Society
- Finalist, Film, Animation and Video, Haleon: Listen to Pain

2024 The Creative Floor Awards:

- Winner, Patient/ Consumer: Illustration, Autistica: Break the cycle
- Winner, Charity & Pro-bono Animation, Emmie's Book: Better with Books
- Winner, Patient / Consumer Animation, Emmie's Book: Better with Books
- Winner, HCP – Editing, Haleon: Every Patient
- Winner, Consumer/Patient – Illustration, NABS - Throwaway Comments: Lifelong Hurt
- Winner, DE&I: poster – campaign, Throwaway Comments: Lifelong Hurt
- Winner, DE&I – Copywriting, Skin of Color Society
- Finalist, Consumer/Patient – poster, Autistica: Break the cycle
- Finalist, Charity & Pro-bono Film, Emmie's Book: Better with Books
- Finalist, HCP – Film, Haleon: Every Patient
- Finalist, Charity & Pro-bono Film, Emmie's Book: Better with Books

2024 One Show Awards:

- Gold, Creative Impact Award: The Hidden Lifesavers
- Gold, Best Medical Education Programme or Campaign, EAN 2022: Turning Up The Volume On Smouldering MS
- Silver, Best medical education programme or campaign, ECTRIMS 2022: Smouldering MS Is Hiding In Plain Sight
- Silver, Charity or Patient Organisation: Give Your Fanny Five
- Silver, Disease Awareness Public/Patients: Give Your Fanny Five
- Silver, Best Creative Medical Education Programme or Campaign: The Conbreatheance Store
- Bronze, Product Advertisement (Primary or Secondary Care): See Glaucoma treatment differently
- Bronze, Disease Awareness HCPs, ECTRIMS 2022: Smouldering MS Is Hiding In Plain Sight
- Bronze, Creative Impact Award: Give Your Fanny Five
- Finalist, Meetings, Events and Exhibitions, ECTRIMS 2022: Smouldering MS Is Hiding In Plain Sight
- Finalist, Meetings, Events and Exhibitions, The Conbreatheance Store

Ogilvy Health UK's online profile is available at <https://pmlive.com/agencies/2024/havas-lynx/>



2 HAVAS Lynx



Havas Lynx

We are Havas Lynx, a leading healthcare communications agency with a full-service global offering and over 400 multi-disciplinary specialists in Manchester, London, and New York.

Agency Details

Address No.3 Circle Square, 5 Hawkshaw Street, Manchester, M1 5BL
Website <https://havaslynx.com/>
Email europe@havaslynx.com
Telephone 0161 228 7756

Agency Information

Total staff 250-499
Healthcare staff 250-499
Agency age Over 30 years
Status Networked

*Text extracted from Havas Lynx's online profile at <https://pmlive.com/agencies/2025/havas-lynx/>

in /company/havas-lynx
 📷 @havaslynxeu
 📺 @HAVASLYNX
 f HavasLynxGroup

3 INIZIO evoke



Inizio Evoke

A global health marketing, communications, and transformation platform unlocking growth through data-driven insight and human centricity. Inizio Evoke is a full-service team of relentless, resourceful thinkers and doers - creative problem solvers who always find a way to make health more human™.

Agency Details

Address 6th Floor, Holborn Gate, 26 Southampton Buildings, London WC2A 1AN
Website www.inizioevoke.com
Email emily.boulton@inizioevoke.com
Telephone 07464215888

Agency Information

Total staff Over 749
Healthcare staff Over 749
Agency age Between 15 and 20 years
Status Networked

*Text extracted from Inizio Evoke's online profile at <https://pmlive.com/agencies/2025/inizio-evoke/>

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4



McCann Health London

McCann Health London, an IPG Health company, is among the world's most awarded creative agencies. United by our vision to help brands play a meaningful role for healthier lives, we combine science, strategy and creativity with healthcare expertise to problem-solve in today's dynamic healthcare world

Agency Details

Address	135 Bishopsgate, London EC2M 3TP
Website	mccannhealthlondon.com
Email	hello.london@mccannhealth.com
Telephone	+44 (0)20 7961 2111

Agency Information

Total staff	100-149
Healthcare staff	100-149
Agency age	Between 20 and 30 years
Status	Networked

*Text extracted from McCann Health London's online profile at <https://pmlive.com/agencies/2025/mccann-health-london/>



/company/11198308/admin/



/mccannhealthldn/?hl=en

5



Avalere Health Global Marketing

Avalere Health is perfectly formed to solve the biggest challenges in health. Our Advisory, Medical, and Marketing experts move as one. Uniting across the product lifecycle, we find clarity in data, draw insight from all angles of health, and build solutions that ensure no patient is left behind.

Agency Details

Address	66 City Road, London, EC1Y 2AL
Website	avalerehealth.com
Email	queries@avalerehealth.com
Telephone	+44 161 528 9605

Agency Information

Total staff	150-249
Healthcare staff	150-249
Agency age	Between 20 and 30 years
Status	Networked

*Text extracted from Avalere Health London's online profile at <https://pmlive.com/agencies/2025/avalere-health/>



company/avalerehealth/

6



Syneos Health Communications

Syneos Health Communications is a network of health-focused advertising, branding, creative, medical communications, market access, and PR agencies - powered by Syneos Health's global clinical and commercial expertise at every point of influence in health.

Agency Details

Address	10 Bloomsbury Way, London, WC1A 2SL
Website	syneoshealthcommunications.com
Email	-
Telephone	-

Agency Information

Total staff	100-149
Healthcare staff	100-149
Agency age	Between 20 and 30 years
Status	Networked

*Text extracted from Syneos Health Communication's online profile at <https://pmlive.com/agencies/2025/syneos-health-communications/>



/company/syneoshealthcommunications



/syneoshealthcommunications/

7



VCCP Health

VCCP Health is the challenger agency for challenger brands. We transform the fortunes of Rx, OTC and wellness brands with big ideas that work across every touchpoint in the customer journey. Our work has often led to awards, but above all, it leads to results.

Agency Details

Address	66 Berners St, Fitzrovia, W1T 3NL
Website	www.vccp.com/uk/capabilities/health
Email	beverleyn@vccp.com
Telephone	07595003744

Agency Information

Total staff	50-74
Healthcare staff	50-74
Agency age	Between 15 and 20 years
Status	Networked

*Text extracted from VCCP Health's online profile at <https://pmlive.com/agencies/2025/vccp-health/>



/company/vccp/



/vccp_/



8



Costello Medical

At Costello Medical, we enjoy building lasting partnerships in the healthcare sector by providing exceptional service. Our vision is to be a leading global partner consistently striving for meaningful and outstanding contributions that improve people’s health and lives.

Agency Details

Address	50/60 Station Road, Cambridge, CB1 2JH
Website	www.costellomedical.com
Email	design@costellomedical.com
Telephone	01223913020

Agency Information

Total staff	500-749
Healthcare staff	500-749
Agency age	Between 15 and 20 years
Status	Independent

*Text extracted from Costello Medical’s online profile at <https://pmlive.com/agencies/2025/costello-medical/>



/company/costellomedical



/costellomedicalcreative/

9



FCB Health London

FCB Health London, an IPG Health company, is a full-service healthcare agency with ‘Brains, Heart and Soul. These three words drive the work we do for our clients, and inspire how we work together. Helping us make insightful, effective and empathetic work for global and regional clients.

Agency Details

Address	135 Bishopsgate, London EC2M 3TP
Website	fcbhealthlondon.com
Email	Hello.Ldn@fcbhealth.com
Telephone	+44 (0) 208 987 6700

Agency Information

Total staff	50-74
Healthcare staff	50-74
Agency age	Between 15 and 20 years
Status	Networked

*Text extracted from FCB Health London’s online profile at <https://pmlive.com/agencies/2025/fcb-health-london/>



/company/fcbhealtheuropa/



/fcbhealthlondon/?hl=en



Revenue from advertising, branding, creative and design work in UK healthcare



Total staff



Total Healthcare staff

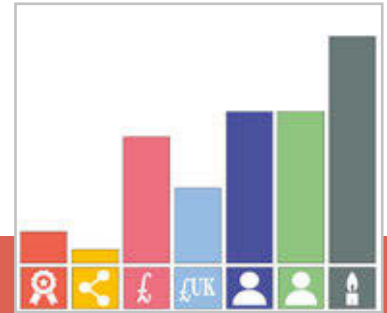


Age

Top 40

10

HAVAS Life London



Havas Life London

Havas Life London specialises in rare disease and global health across brand, corporate and cause communications. We create bold ideas from powerful insights that deliver measurable, meaningful advantage. Vibrant collaboration drives us.

Agency Details

Address Ferry Works, Summer Rd, Thames Ditton KT7 0QJ

Website havaslifelondon.com/

Email -

Telephone 020 8481 8100

Agency Information

Total staff 100-149

Healthcare staff 100-149

Agency age Between 20 and 30 years

Status Networked

*Text extracted from Havas Life Medicom's online profile at <https://pmlive.com/agencies/2025/havas-life-london/>



[/company/64196/admin/dashboard/](https://www.linkedin.com/company/64196/admin/dashboard/)



[/havaslifelondon/](https://www.instagram.com/havaslifelondon/)

11 Oi Ltd



Oi has been at the forefront of healthcare marketing, driving innovation by fusing industry insight, strategy and advanced technologies to transform how companies connect with healthcare practitioners and patients.



Online Profile: <https://pmlive.com/agencies/2025/oi-ltd/>

Status: Independent

www.oi.co.uk

hello@oi.co.uk

0207 112 8424

12 Swordfish Advertising Ltd



We create work that challenges the status quo and takes brands further than they thought they could go. As an independent agency, everything we do is bigger, bolder and braver; we reimagine what is possible in the world of healthcare communications.



Online Profile: <https://pmlive.com/agencies/2025/swordfish-advertising-ltd/>

Status: Independent

<https://swordfishadvertising.co.uk/>

reimagine@swordfishadvertising.co.uk

+44 (0)117 946 8420



13 Virgo Health

	<p>Virgo Health is a leading global health communications and medical education agency. We combine deep knowledge and experience in high, science, clinical practice, and public health with the best in creative consumer marketing and branding – progressive, innovative and bold.</p>	
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Online Profile: <https://pmlive.com/agencies/2025/virgo-health/>

Status: Networked	virgohealth.com/us/	reception@virgohealth.com	+44 (0)20 3900 600
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14 Page & Page Health

	<p>Page & Page Health is a creative, strategic healthcare agency helping brands unlock impact from development to launch. We combine deep expertise with bold ideas to drive behaviour change, deliver standout creative campaigns, and achieve measurable results.</p>	
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Online Profile: <https://pmlive.com/agencies/2025/page-page-health/>

Status: Independent	pageandpage.uk.com/	info@pageandpage.uk.com	-
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15 Precision AQ

	<p>Precision AQ helps life science companies navigate the complexities of commercialisation across a product's lifecycle. Our team is comprised of experts, advisors, and creators working to ensure patients have access to life changing medicines.</p>	
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Online Profile: <https://pmlive.com/agencies/2025/precision-aq/>

Status: Networked	www.precisionaq.com/en-gb/	info@precisionaq.com	-
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Find out more about PMLive's Top 40 agencies by reading their full profiles online

- Agency description
- Contact details
- Key contact
- Social media
- Full agency data

Visit www.pmlive.com/t40 to check out the full profiles



Revenue from advertising, branding, creative and design work in UK healthcare



Total staff



Total Healthcare staff



Age

16



11 London

11 London is a full-service agency in London, the first to gain B Corp status, helping health and humanity brands deliver breakthroughs at scale in their advertising and communications. What makes us unique is that half our clients are in pharma, and half are charities and patient associations.

Agency Details

Address	The Organ Works, Turnham Green Terrace Mews, London W4 1QU
Website	www.11-london.com/
Email	matthew.hunt@11-london.com
Telephone	020 3761 2930

Agency Information

Total staff	25-49
Healthcare staff	25-49
Agency age	Between 10 and 15 years
Status	Independent

*Text extracted from 11 London's online profile at <https://pmlive.com/agencies/2025/11-london/>



[/company/11-london/](https://www.linkedin.com/company/11-london/)



vimeo.com/11london

BREAKTHROUGHS, AT SCALE

**Bespoke consultancy. Award-winning creative.
One full-service communications and digital agency.**

We help health and humanity brands uncover powerful insights that drive breakthroughs at scale. Deeply rooted in pharma and patient communities, our approach blends scientific rigour with human understanding—now enhanced by 11 Minds, our AI intelligence layer, to enable smarter decisions at speed.

Visit 11-London.com or contact:
Max.Lee@11-London.com





17 Hamell Communications Ltd



Hamell is a truly different, award-winning, full service integrated communications agency. We're a team of creatives, scientists & behaviouralists, driven by evidence & insight. We go beyond what people are doing, to why they are doing it, creating meaningful solutions & communications for better.



Online Profile: <https://pmlive.com/agencies/2025/hamell-communications-ltd/>

Status: Independent	www.hamell.co.uk/	fiona@hamell.co.uk	02079785206
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18 Dice Medical Communications



Dice Medical Communications is an independent communications agency that partners with our clients to help launch, build, and continually develop great pharmaceutical brands. We do this by creating Pharmacohesion™.



Online Profile: <https://pmlive.com/agencies/2025/dice-medical-communications/>

Status: Independent	www.dice-comms.co.uk/	matthew@dice-comms.co.uk	01628397830
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19 KVA



KVA is a launchpad for transformation, built for change-makers who think bigger, move faster and create lasting impact. We fuse insight, tech and storytelling to turn complex science into action. Bold, brave and independent, we're redefining the future of healthcare.



Online Profile: <https://pmlive.com/agencies/2025/kva/>

Status: Independent	https://kvagroup.co.uk/	hannah.newman@kvadigital.co.uk	07467894561
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20 Medico Digital



Medico is a digital healthcare agency on a mission to improve lives through better online experiences. We deliver award-winning strategy, creative and performance marketing that connects healthcare brands with patients in ways that are bold, effective and built for the real world.



Online Profile: <https://pmlive.com/agencies/2025/medico-digital/>

Status: Independent	www.medicodigital.co.uk	hello@medicodigital.co.uk	020 3582 0064
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Verve

Our work is led by humans for humans. We are a diverse team of individuals bringing unique skills and perspectives together to create compelling strategic narratives.

Our humanised approach ensures we transform complex scientific information to relevant and impactful content. We give you Verve.

At Verve, we know that effective healthcare communication is about more than delivering information—it’s about making meaningful connections. Our Science, Humanised philosophy blends scientific precision with genuine human empathy to create communications that resonate on a deeper level. We combine a diverse range of skills and perspectives to address real-world needs, whether for healthcare professionals, patients, or caregivers. By integrating our three pillars—Human-Centred Design, Empathy, and Harmonisation—we create solutions that go beyond just relaying facts. We build trust, inspire confidence, and empower decision-making.

We’re committed to making healthcare communication more accessible, engaging, and impactful. By transforming complex scientific content into human connections, we help brands communicate with clarity and purpose.

Agency Information

Location	66 Old Compton St, Soho, London
Website	https://wegiveyouverve.com/
Email	info@wegiveyouverve.com
Telephone	020 7060 4301
Total staff	10-24
Healthcare staff	10-24
Agency age	Between 10 and 15 years
Status	Independent

Key Contact

Name	Dom Murdoch
Job title	Managing Director
Email	dominic.murdoch@wegiveyouverve.com
Telephone	07970491081

Awards

OTC Awards 2024: <https://www.citeline.com/en/awards/otcmarketingawards2024>

Best OTC Pharmacy Training & learning category:

WINNER Nurofen See my Pain

FINALIST: Be her, EllaOne and Hana, Perrigo

PM Society 2024 Awards:

Finalist: Agency of the year (headcount under 30)

PM Society 2024 Awards:

Finalist: Product Promotion (Single Piece) for The Difference Is Clear for Norgine

PM Society Digital Awards 2024:

Finalist: Innovation, Creativity for The Enfamil Benefit Expression

PM Society Digital Awards 2024:

Bronze: Healthcare Charities, Patient Associations & the NHS for Spot the Stop Campaign for Tay-Sachs

Verve’s online profile is available at <https://pmlive.com/agencies/2025/verve/>

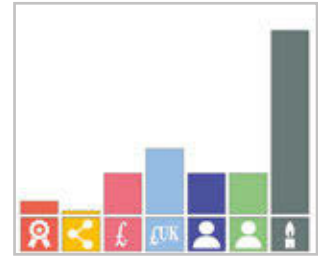




22 Life Healthcare Communications



A full-service, integrated creative communications agency that covers all channels and media, so we can select the mix that will best serve your needs. Our starting point is your customers; who they are, what they need, and where they look for it. Our expertise is in healthcare communications.



Online Profile: <https://pmlive.com/agencies/2025/life-healthcare-communications/>

Status: Independent	www.life-healthcare.com	info@life-healthcare.com	-
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23 Hug Advertising Ltd



HUG HEALTH is simply a close-knit team specialising in Healthcare Communications.

We believe in honest relationships and in delivering creative excellence - whatever the budget.

HUG is an Aptitude Health Agency.



Online Profile: <https://pmlive.com/agencies/2025/hug-advertising-ltd/>

Status: Networked	www.hug-advertising.co.uk/	enquiries@hug-advertising.co.uk	01462 507799
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24 Grace Communications



"Grace is an independent, award-winning agency that brand managers love working with. When we say experience, we don't mean extensive healthcare knowledge and creative expertise... although we do have that!

We mean what it feels like to work with us.

That's the experience that really matters."



Online Profile: <https://pmlive.com/agencies/2025/grace-communications/>

Status: Independent	www.gracecomms.co.uk/	deargrace@gracecomms.co.uk	01494 410730
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25 bmore



We are a specialist healthcare creative agency.

Healthcare marketing can be complex.

We simplify complexity.



Online Profile: <https://pmlive.com/agencies/2025/bmore/>

Status: Independent	bmore.group	hello@bmore.co.uk	+44 (0) 1256 396510
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	<h3>26 CAN Advertising Ltd</h3> <p>We're genuinely creative, but that's not what makes us different. We're female founded, owned and run - and that's important - but that's not it either. We do relationships. We create work that helps patients relate to therapies, doctors relate to drugs and clients relate to customers</p>	
<p>Status: Independent</p>	<p>www.can-advertising.com</p>	<p>Online Profile: https://pmlive.com/agencies/2025/can-advertising-ltd/</p>
<h2>27 Wizzard</h2>		
	<p>Wizzard is an independent creative healthcare agency that places people at the heart of everything they do. Gaining a reputation for bringing insights and innovation to med comms from the consumer sector, Wizzard provide a fresh perspective to brand and scientific communication.</p>	
<p>Online Profile: https://pmlive.com/agencies/2025/wizzard/</p>		
<p>Status: Independent</p>	<p>www.wizzard.co.uk</p>	<p>info@wizzard.co.uk</p>
<p>07881622644</p>		
	<h3>28 GIG Health</h3> <p>GIG Health is a healthcare-specialist creative agency who believes storytelling makes science stronger. We translate complex research and data into outcome-focused, audience first stories-through design, digital, and motion media-that break through to help people live healthier, happier lives.</p>	
<p>Status: Independent</p>	<p>gig.health</p>	<p>Online Profile: https://pmlive.com/agencies/2025/gig-health/</p>
	<h3>29 Salt</h3> <p>We're a strategic creative agency, using human connections to make a positive difference</p>	
<p>Status: Independent</p>	<p>www.saltthinking.com</p>	<p>Online Profile: https://pmlive.com/agencies/2025/salt/</p>
	<h3>30 Graphite Digital</h3> <p>Graphite Digital is a dedicated health and pharma digital experience agency. We combine strategy, research, and human-centred design to create compliant, scalable solutions that improve engagement, build trust, and make a measurable impact on people's health and wellbeing.</p>	
<p>Status: Independent</p>	<p>www.graphitedigital.com</p>	<p>Online Profile: https://pmlive.com/agencies/2025/graphite-digital/</p>
	<h3>31 Get Animated Medical</h3> <p>Where science meets storytelling and technology transforms challenges into opportunities. Get Animated fuses creativity and strategy to craft impactful, measurable results. We dream big, disrupt boldly, and deliver brilliantly—empowering healthcare through digital, media, and creative innovation.</p>	
<p>Status: Independent</p>	<p>getanimated.uk.com</p>	<p>Online Profile: https://pmlive.com/agencies/2025/get-animated-medical/</p>

Visit www.pmlive.com/t40 to check out the full profiles

View this year's profiles online - with dynamic sorting of the lists, loads of additional data and live links to agency websites and social accounts



Full profiles include:



- Full agency description
- Full contact details
- Key contacts
- Live social media links
- Agency data
- Ranking factors contributing to agency score
- Additional awards data





<h2>32 Kanga Health Ltd</h2>			
	<p>Kanga is a full-service digital & creative agency that helps pharmaceutical and healthcare companies with digital marketing and medical communications. Our focus: Practical Digital Transformation, striving to deliver the best global experiences for patients, carers, payers and HCPs.</p>		
<p>Online Profile: https://pmlive.com/agencies/2025/kanga-health-ltd/</p>			
<p>Status: Independent</p>	<p>www.kangahealth.com</p>	<p>info@kangahealth.com</p>	<p>01260 633016</p>
<h2>33 Atomic Matter</h2>			
	<p>Atomic Matter, an award-winning independent healthcare agency launched in 2024, was named PM Society Agency of the Year (under 30 headcount) within a year. We combine network-level talent with indie agility and efficiency, creating bold, standout strategy and creativity that truly matters.</p>		
<p>Online Profile: https://pmlive.com/agencies/2025/atomic-matter/</p>			
<p>Status: Networked</p>	<p>www.atomic-matter.com</p>		
<h2>34 Learner Adams Bones</h2>			
	<p>From the very outset, we integrate creative ideation with our in-house digital technologies and capabilities to develop creative solutions that make modern communication strategies work. We call this 'Omni Ideas' - campaigns that are fit-for-purpose in the omnichannel world</p>		
<p>Online Profile: https://pmlive.com/agencies/2025/learner-adams-bones/</p>			
<p>Status: Independent</p>	<p>lab-culture.com/</p>		
<h2>35 IGNIFI</h2>			
	<p>Distinctive, award-winning, healthcare communications from an industry-proven full-service agency. IGNIFI uses its deep-rooted healthcare experience, marketing prowess and audience appreciation to help partners achieve our shared goal of improving the health and wellbeing of people and animals.</p>		
<p>Online Profile: https://pmlive.com/agencies/2025/ignifi/</p>			
<p>Status: Networked</p>	<p>ignifi.co.uk/</p>		
<h2>36 Foundry3</h2>			
	<p>Foundry3 is an employee-owned healthcare communications powerhouse built on AI, data, and insight. With our proprietary TRIVIUM3 engine and senior-only structure, we deliver personalised, ethical, and innovative solutions that redefine scientific excellence and client partnership.</p>		
<p>Online Profile: https://pmlive.com/agencies/2025/foundry3/</p>			
<p>Status: Independent</p>	<p>foundry3.agency/</p>		
<h2>37 Genetic Digital</h2>			
	<p>Genetic Digital is a specialist digital agency for life sciences and pharma, creating compliant websites, apps and digital solutions that combine creativity, technical expertise and regulatory know-how</p>		
<p>Online Profile: https://pmlive.com/agencies/2025/genetic-digital/</p>			
<p>Status: Independent</p>	<p>geneticdigital.co.uk</p>		
<h2>38 Volume Up Digital</h2>			
	<p>Volume Up Digital partners with leading pharma brands to deliver smart, compliant, and impactful multichannel campaigns. From creative to code, we simplify complexity and drive measurable engagement across every channel.</p>		
<p>Online Profile: https://pmlive.com/agencies/2025/volume-up-digital/</p>			
<p>Status: Independent</p>	<p>volumeupdigital.com</p>		

	<h3>39 Sapience Communications</h3>		
	<p>Sapience Communications is a London-based PR/digital marketing firm (with a base in the UAE as well) dedicated to delivering strategic thought leadership and messaging for a range of organisations across a variety of sectors.</p>		
Status: Independent	sapiencecommunications.co.uk/	Online Profile: https://pmlive.com/agencies/2025/sapience-communications/	

	<h3>40 Hooked</h3>		
	<p>At Hooked, we identify and create the change our clients need to improve HCP and patient experiences at every touchpoint, helping them develop strong and long-lasting customer relationships and growth.</p>		
Status: Independent	hookedcxagency.com	Online Profile: https://pmlive.com/agencies/2025/hooked/	

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- PMLIVE's T40 has been published in good faith based on data supplied by agencies and data found in the public domain
- PMLiVE and PMLiVE's publisher PMGroup Worldwide Limited do not verify the veracity of any of the data supplied by the agencies and would strongly advise readers who wish to select an agency to use the information provided as part of a comprehensive selection process
- The T40 is not a comprehensive list of all agencies working in the healthcare sector
- PMGroup accepts no liability for any loss or damage caused by a company's exclusion, inclusion or position in the top 40 list
- PMGroup accepts no liability for any loss or damage caused by incorrect or misleading data supplied or approved by an agency.

Thanks

Thank you to all of the agencies who submitted data for the 2025 T40 publication and a special thanks to those agencies who provided financial support to either the online or print versions of this year's **T40** including:

11 London • Costello Medical • Foundry3 • Hooked • Kanga Health Ltd • Salt • Swordfish Advertising Ltd. • Verve • Volume Up Digital • Wizzard

VOLUME UP DIGITAL

YOUR TRUSTED PARTNER
IN PHARMA MARKETING

A UK-based specialist pharma agency combining strategy, execution, and product-backed delivery. Trusted by leading pharmaceutical brands for over a decade, **Volume Up Digital is a UK-headquartered pharma and healthcare agency** partnering with brand, medical, and omnichannel teams to turn strategy into delivery — clearly, compliantly, and without friction.



Who we are

Volume Up Digital is built for pharmaceutical teams who need work delivered properly — and quickly. We combine **strategic thinking, compliance-aware execution, and hands-on delivery** to help organisations simplify complexity, improve engagement, and make confident decisions. We work as an extension of our clients' teams, taking ownership from brief through to delivery and reducing internal burden across brand, medical, digital, and commercial functions.



Our strategic strengths

Strategy that gets executed

We don't stop at recommendations. We translate strategy into practical, deliverable plans that teams can confidently implement.

Pharma-native delivery

Our approach is shaped by real-world regulated environments, cross-functional governance, and the realities of working with medical and compliance teams.

End-to-end ownership

We manage projects from start to finish — minimising handovers, reducing delivery risk, and saving internal time.

Technology-enabled, not tech-led

Where technology adds value, we use it to accelerate outcomes while sitting alongside existing our brands, content, and analytics platforms.



What we deliver

- Omnichannel, brand, and engagement strategy
- Medical and marketing content development
- Digital experiences, websites, and HCP journeys
- Engagement analytics and performance insight
- Field-force enablement and content clarity
- Congress, event, and video support

Our work is delivered through **clear packages, pilots, and retainers** designed to provide speed, predictability, and measurable value.



Our product-backed capabilities

Alongside our agency services, we have developed a set of **pharma-ready products** that support faster, more consistent delivery. These are used selectively to enable clarity, scale, and insight — never as disruptive platform replacements.

RepPilot

A rep-facing engagement guide that brings clarity to in-field content use. RepPilot helps reps understand exactly what to present at each stage of the customer journey, while giving brand and medical teams visibility of real-world content usage.

EngageIQ

An insight and slide-generation tool that transforms healthcare data into locally relevant, rep-ready narratives — enabling more meaningful HCP conversations without manual effort.

Pulse Metrix

An engagement and performance intelligence layer that unifies signals across channels into a single, trusted view — helping teams move beyond vanity metrics to actionable insight.

Our products are typically introduced through **defined pilots** and are designed to complement existing systems.



What our clients say

"Volume Up Digital understood the brief immediately and took full ownership of delivery. They managed the project end to end, allowing our team to stay focused on priorities."

— Dan, Senior Client Lead

