We help biopharma and medical device challenger brands achieve their full potential in an increasingly complex and competitive market.

1. Entering a market with inferior data to competitors
2. Small brand facing larger, established competition
3. Market leadership position being threatened by multiple new competitors
4. Limited rep force and need a bigger share of voice to compete—to grow, challenger brands need more SOV than leaders do
5. Commodity market with little differentiation
6. In an early phase of development of a promising molecule but aren’t yet sure how to position it
7. New entrant in a crowded established category
8. Launching a new indication or dose in crowded space
9. New or misunderstood technology
10. Mature category leader mired in genericization of their market

Markets Served
- Biotechnology
- Pharmaceuticals
- Medical devices

Select Client Experience
- Alexza Pharmaceuticals
- Alfasigma USA
- DePuy Synthes
- EyePoint
- Foundation Fighting Blindness
- Galen US Inc.
- Grifols
- Hill-Rom
- Joerns
- Johnson & Johnson
- Medexus
- Micro Medical Solutions
- Recordati Rare Diseases
- Steris

Our Office
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Contact Our Brand Champions

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