

Experts in catalyzing conversations and connections that lead to better health for people everywhere.

M Booth Health offers decades of experience leading communications for major medical and pharmaceutical milestones and advances in public health, now powered by the award-winning creative and digital talents of consumer PR powerhouse M Booth.

Companies and organizations turn to M Booth Health to advance care, access, and understanding; spark attention and conversation around new therapies; speed research and innovation; shape health policies; and reduce stigma to improve health outcomes.

What truly distinguishes the M Booth Health team is its track record successfully navigating the complex commercial, policy, and advocacy environments. We established one client's global HIV treatment access program as the gold standard; boosted the profile and currency of the leading cancer association; turned the launch of a rapid flu test into an infectious disease standout; created an engaged patient community to support a new Parkinson's disease drug launch; and established HIV/AIDS, malaria, and tuberculosis as worldwide priorities for action.

Expertise

- ▶ Pharmaceutical/Biotech Marketing Communications
- ▶ Policy & Advocacy Engagement
- ▶ Medical & Science Communications
- ▶ Corporate Positioning & Executive Support
- ▶ Issues Preparedness and Reputation Management
- ▶ Internal Communications & Employee Engagement

Services

- ▶ Research, Strategic Planning & Analytics
- ▶ Creative Campaign Development
- ▶ Earned/Paid Media & Engagement
- ▶ Social Media Strategy & Engagement
- ▶ Content Design for Visual Storytelling
- ▶ Science Writing/Data Communications
- ▶ Entertainment & Experiential Activations

We are the agency that

ACHIEVED

uptake of Gilead's next-gen treatments and preventative drugs among the HIV/AIDS community.

TAUGHT

hard-to-reach communities in Africa how to prevent and treat hepatitis for the World Hepatitis Alliance.

CREATED

a robust online community of people with Parkinson's disease to support UCB's drug to treat it.

HELPED

reduce malaria deaths around the world in partnership with the Gates Foundation.

ELEVATED

American Society of Clinical Oncology's leadership in research by driving record-breaking attendance and coverage of the first-ever virtual scientific cancer conference during the COVID-19 pandemic.

LAUNCHED

the first-ever rapid molecular flu test for Alere, positioning the company as an innovator.

SPEARHEADED

content and drove coverage of AIDS 2020: Virtual, the world's largest HIV conference hosted by the International AIDS Society.

ESTABLISHED

the National Foundation for Infectious Diseases as the leading authority in flu prevention.

Current and Recent Client Engagements

PHARMA/BIOPHARMA



GOVERNMENT



PHILANTHROPY



NON-PROFIT/ADVOCACY



PROVIDERS/HEALTH SYSTEMS



At M Booth Health, we believe that better health starts with better conversations. Let's talk.