

TECHNOLOGY THAT GETS NOTICED

SCORR PAIRS INDUSTRY KNOWLEDGE WITH CREATIVE EXPERIENCE TO CREATE BRANDING THAT DRIVES LEADS

With almost 20 years of experience, SCORR Marketing is a full-service, award-winning marketing agency built for the health sciences industry. We've helped CROs, eClinical and emerging technology companies, patient recruitment and engagement groups, contract development and manufacturing organizations, and other clinical organizations pioneer new technology solutions for a quickly evolving industry, and we're the partner of choice for many of the industry's most influential and innovative leaders.

Here are some recent examples of how we've helped organizations with technology capabilities achieve their goals:

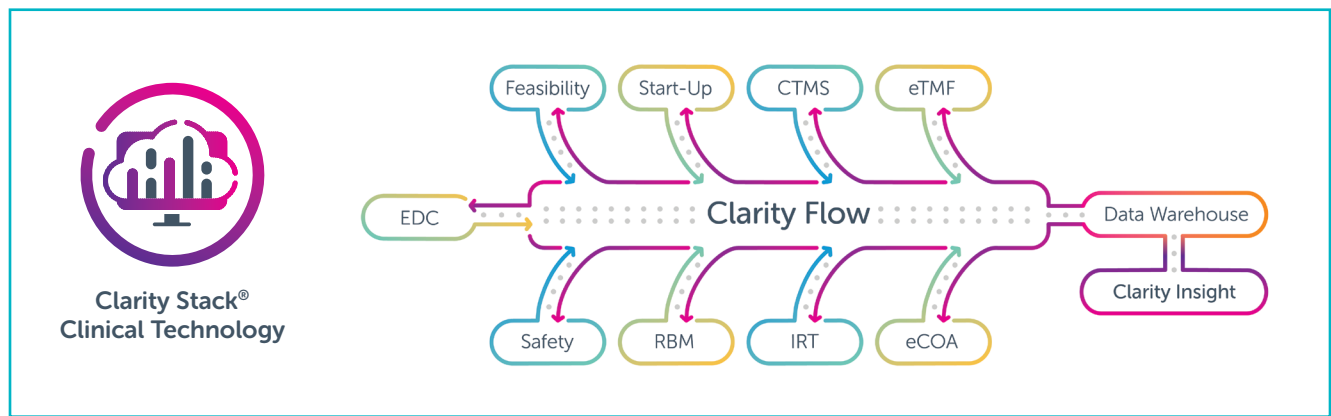
CLINIPACE (CLARITY STACK)

The Client:

- With new leadership, new direction, and a new technology platform, this global clinical research organization is committed to conducting regulatory and clinical development programs at the highest levels of quality and efficiency. They strive to improve the way contract research is performed and to advance the future of healthcare with their personal approach and cutting-edge technology.

The Challenge:

- A start-to-finish solution. The company wanted to represent their new technology in a way that showed it was as good, if not better, than competitors' and prove it was an improvement over their previous management technology. They also wanted to show that their technology could provide their customers with complete transparency over all aspects of their trial from start to finish.





The Solution:

•► SCORR worked with the data management and IT teams to discuss the benefits and overall solution of what the platform provided, both internally and externally. The company’s clients wanted an easy-to-use system that gave them transparency and the ability to view trial progress in real time, easily, from any location. Clarity Stack was successfully launched and was a main feature at DIA, where SCORR deployed a guerilla tactic: an attention-catching professional cup stacker. On-site demos also gave customers a clear understanding of what Clarity Stack was and how it could benefit them.

Three related emails were sent out with a collective click-through rate of 6.18%, well above the pharmaceutical industry average of 2.39%. Clarity Stack is now used with all studies brought to Clinipace and is featured in all overarching materials.

ELLIGO (INTELLIGO)

The Client:

•► Elligo Health Research, a healthcare-enabling research organization, accelerates the development of new pharmaceutical, biotechnology, medical device, and diagnostic products using their novel clinical technology and their *Goes Direct*® approach.

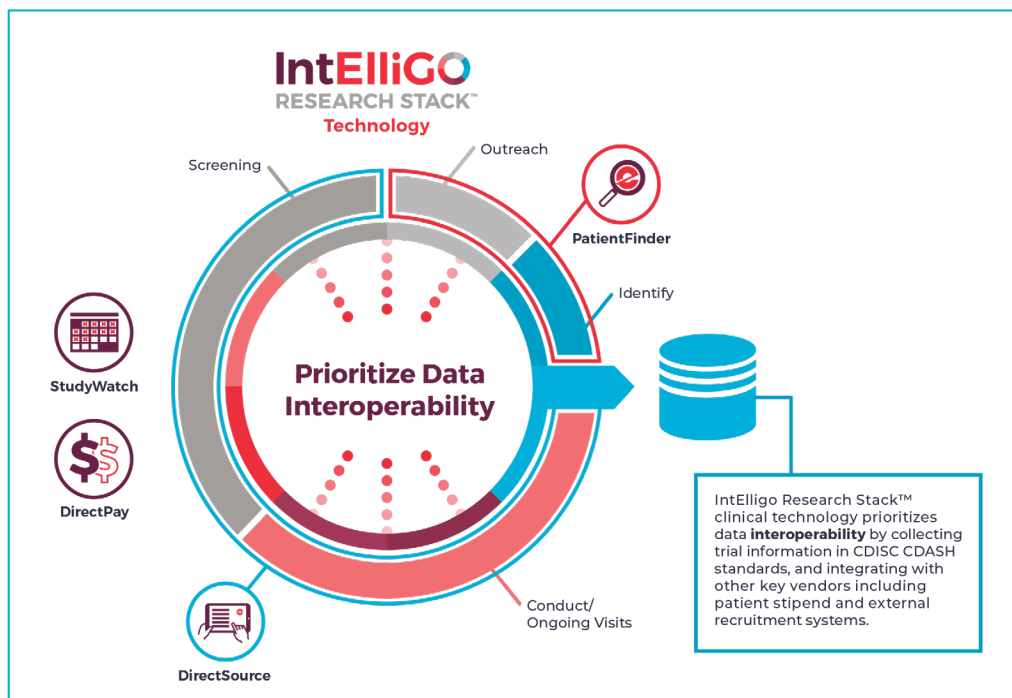


The Challenge:

•► An expansion solution. Elligo needed to launch their new technology, which would continue to evolve as the technology expanded through acquisition, technological advances, and to meet customer needs.

The Solution:

•► SCORR worked directly with Elligo’s in-house data sciences and IT teams who developed IntElligo from the ground up. SCORR also helped Elligo develop a name, value proposition, and messaging to be used to clearly represent the value of IntElligo for internal and external stakeholders.





The Outcome:

- We launched with multiple visual representations, including an interactive infographic, a webpage, and a slide deck showing the process via which IntElligo is used from end to end in a trial. IntElligo is used with all of Elligo’s sites, which consist of 108 healthcare partners, 692 physicians, and over two million patients.

CLINICAL INK (LUMENIS™)

The Client:

- Clinical Ink, a global clinical technology company, offers a suite of solutions for capturing and integrating electronic data from sites, clinicians, and patients at its source.



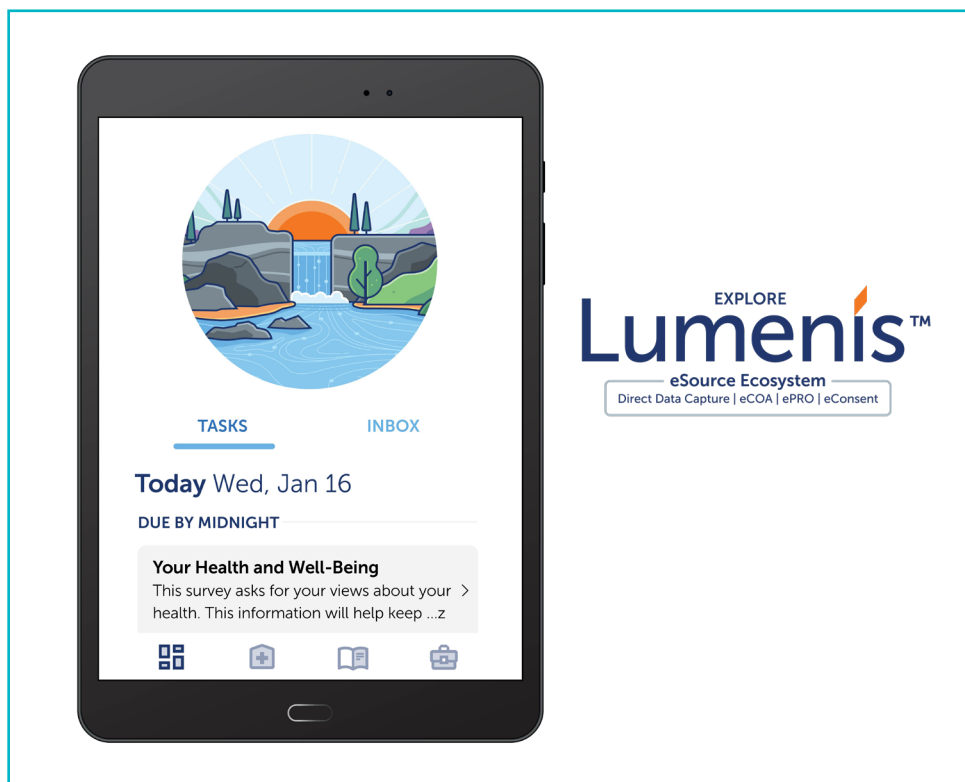
The Challenge:

- Technology platform branding and naming. As the pioneers in eSource technology, Clinical Ink needed a brand that better represented the value of their innovative technology in a way that would resonate with the end customer.

The Solution:

- SCORR completed extensive analysis to verify the value Clinical Ink and its eSource Ecosystem provided clients, including internal assessments, client satisfaction and lost opportunity surveys, and competitive market states and trend analysis. Then we developed personas for the key decision makers specific to a technology sell.

This information allowed us to develop a unique value proposition which serves as the foundation of the brand. SCORR then developed a brand for Clinical Ink and renamed the platform “Lumenis™,” which was timed to launch at SCOPE 2020.





The Outcome:

- Over the first six-month period working with SCORR, Clinical Ink garnered 509 marketing qualified leads, with 55 sales qualified leads from marketing. The contact form was completed by 3.41% of website visitors, which is above the industry average of 3%. At SCOPE 2020, Clinical Ink's new SCORR-developed branding was launched. The company saw an 86% increase in marketing qualified leads and an 87% increase in sales qualified leads from the year prior.

Clinical Ink also received 10 mentions in trade publications, including BioPortfolio, Market Insider, PharmaVOICE, and Applied Clinical Trials.

About SCORR Marketing

SCORR Marketing is the leading full-service marketing agency for the health science industry. With global capabilities, SCORR partners with companies involved in the research, development, and commercialization of biopharmaceutical and device products, as well as those delivering health care products and services. SCORR provides integrated programs to help clients achieve their goals and improve health and well-being worldwide. Learn more at scormarketing.com.

Learn More About SCORR's Integrated Solutions to Solve Your Marketing Challenges

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