

# SCORR IS YOUR *Competitive* ADVANTAGE



The Health Science *Experts*

**SCORR**  
MARKETING

## The Health Science *Experts*

SCORR positions health science companies for growth through integrated marketing strategies that increase visibility, generate leads, and support business development.

In the health sciences industry, you face immense competitive pressure. In the following pages, you'll see how SCORR has helped companies in this complex marketplace that few understand, and in which even fewer thrive.

If you're considering reinforcing your marketing program, SCORR can help you develop and capitalize on your competitive advantage by providing a full-service marketing solution. Whether you need support for your in-house marketing team or a fully outsourced marketing solution, SCORR's flexible partnership model will ensure proper alignment with the goals you need to reach.

SCORR has helped hundreds of companies meet and exceed their growth goals — we're ready to do the same for you.



*Krystle Buntmeyer*

President



# WHERE PARTNERSHIP MEETS PERFORMANCE



When clients were asked to identify the top three advantages of working with SCORR, they answered:



1. CLIENT SERVICES TEAM



2. EXPERT RESOURCES



3. MARKETING STRATEGY  
AND ANNUAL PLANS

This alignment between expectations and delivery has led SCORR to outperform industry standards.



## CASE STUDY: FRENOVA RENAL RESEARCH

“SCORR’s greatest asset is understanding what I need. They understand the marketplace and our needs. People know who we are now, and I rely on SCORR for everything.”

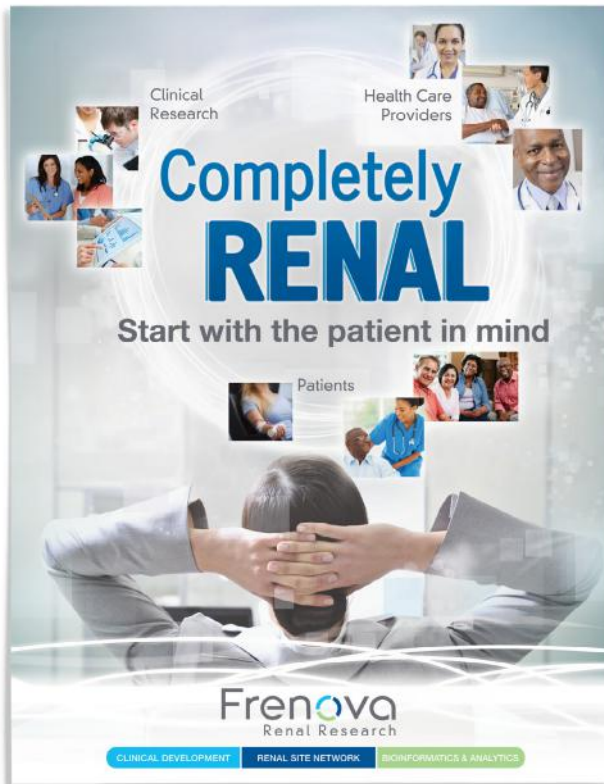


*Kurt Mussina*

President, Frenova Renal Research

## Outcomes

- Launched new name, global brand, and marketing strategy utilizing the SCORR CORE approach in 2014
- Financial performance transformed from loss-making to **>40%** operating margin
- Expanded footprint from **13 to 18** locations; increased staff **170%**
- Partner research site network grew by **150%**; investigator network more than doubled
- **5x** increase in active studies; **4x** backlog growth; **8x** increase in sales pipeline value (2x number of accounts, 3x opportunities)



Big Idea



Trade Show Booth



Direct Mail Piece

In 2014, the Clinical Studies Group of Fresenius Medical Care North America approached SCORR for a complete brand and marketing strategy launch. SCORR developed the name, identity, and branding for what is now Frenova, which manages the world's largest network of renal research assets.

## CASE STUDY: THEOREM CLINICAL RESEARCH AND CHILTERN INTERNATIONAL

SCORR's greatest asset is that they truly understand the businesses that they're involved with ... [and] being a part of our strategic planning and the way we're moving forward as a business. That kind of alignment is essential in establishing a brand identity.



*John Potthoff*  
Former President and CEO,  
Theorem Clinical Research

SCORR is really focused ... They know the industry, they know the people in the industry, they understand that it is about being consistent and focused in what we say when helping the clients we serve meet their objectives.



*Jim Esinhart*  
Former CEO,  
Chiltern International

## Theorem Outcomes

- **2x** revenue and EBITDA growth
- **3x** backlog growth
- Supported internal marketing and employee recruitment campaigns; **2x** increase in employee count
- Won **29** marketing awards in four years



Big Idea

SCORR functioned as the full-service marketing partner for Theorem, facilitating two rebrands and the execution of annual marketing plans. SCORR reported directly to John Potthoff until Theorem was acquired by Chiltern.

## Chiltern Outcomes

- Transformed from a regional provider to a global CRO
- Achieved more than **\$1B** in backlog, **\$0.5B** revenue, **\$100M** EBITDA
- Won **17** marketing awards in two years



Big Idea

Chiltern appointed SCORR its agency of record to guide acquisition communication and marketing thereafter. SCORR developed and launched new branding for Chiltern, then worked alongside Covance after it acquired Chiltern in 2017.



## CASE STUDY: WELLSPRING

[There are] such highly motivated and dedicated marketing professionals at SCORR. Developing a marketing strategy and plan involves attention to detail and vast knowledge, technical depth, and experience. SCORR performed this with skill and dedication, transforming our brand on a tight deadline.



*Sam Ricchezza*  
Former President, WellSpring

## Outcomes

- **3x** revenue growth in five years
- **23** new accounts, servicing **32** products
- Transitioned the name and developed a brand and comprehensive launch utilizing the SCORR CORE approach that repositioned the company as a CDMO





Big Idea Breakouts



#### Overarching Big Idea

WellSpring approached SCORR to update its branding and differentiate itself within a competitive pharmaceutical manufacturing market. SCORR conducted market research and developed a marketing program, branding, and identity to accentuate WellSpring's key differentiators. The company rapidly grew while enhancing its market position.



## START HERE: THE SCORR CORE APPROACH

**SCORR employs a strategic approach to help you achieve your goals, driven by your current position and the voice of your customer.**

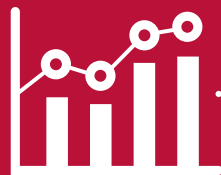
In this multifaceted process, comprehensive market research and assessment drives strategic development with a higher degree of certainty. This pragmatic strategic footing then shapes your brand and guides all initiatives thereafter. SCORR actively measures performance versus your goals and adjusts your approach to maximize the return on your marketing investment.

SCORR has completed comprehensive marketing planning and branding for

**300+**

companies since 2003.

### ASSESS



Evaluate your company, market, and clientele to understand current positioning.

### ALIGN



Create a marketing strategy, budget, and tactical execution plan.

### INTEGRATE



Develop brand visuals, core messaging, and an identity system to support all marketing materials.

### LEVERAGE



Execute your plan, track performance, and refine your strategy and ROI.

# Let's Solve Your Greatest Challenges

Built to provide you integrated and comprehensive marketing solutions, our focus is solving your greatest challenges: increasing market share, improving win rates, identifying your competitive advantage, and converting more opportunities into long-term relationships.

Every program at SCORR is supported by strategists steeped in the industry, experienced account managers, and an award-winning creative team.

Partner with SCORR and you'll be supported by the industry's most seasoned and professional team.

## List of Services:



Market Intelligence



Digital



Media



Strategy



Interactive



Trade Shows  
and Events



Branding



Communications



Business  
Development  
Support



Content Development



Public Relations

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