

**Your Powerhouse for  
Health Science Marketing**

**SCORR MEANS MORE**

**RESULTS**



The Health Science EXPERTS

# SCORR MEANS MORE

In the ever-changing, highly competitive health science marketplace, you need a marketing partner that can do more than shine a light on your services: you need to stand out.

Your growth, visibility, and lead generation goals all start with showing your target audience your “WOW” factor. That’s where SCORR comes in.

SCORR Marketing positions health science companies to achieve their highest goals. If you’re considering putting more POWER behind your marketing program, call on SCORR to help you develop and capitalize on your competitive advantage through our suite of full-service marketing solutions and flexible partnership models.

**WHEN YOU NEED TO GROW YOUR BUSINESS, SCORR MEANS MORE.**



**Krystle Buntmeyer**  
President



# SCORR MEANS MORE

# COLLABORATION

What are the benefits of working with SCORR? We asked, and our clients answered. Health science companies like yours shared these top three advantages of a partnership with SCORR:

**CLIENT  
SERVICES**

**EXPERT  
RESOURCES**

**MARKETING  
STRATEGY AND  
ANNUAL PLANS**

Our powerful commitment to aligning our deliverables with your expectations has led SCORR to outperform across the board when it comes to industry standards. See our proven results ...

“*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)



“*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

## 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

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.



“*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

## 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

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.





*[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



# Start Here: The SCORR CORE Approach

The most effective, strategic path to your goals begins with SCORR CORE: our proven, pragmatic, and collaborative approach to building your brand, optimizing your visibility, and creating an action plan.

Our industry-leading strategists conduct research and surveys to uncover your most viable selling propositions and effectively differentiate your offerings. We articulate this through visual and core messaging – a touchstone “Big Idea” expertly tailored for your specific audience.

We create an essential 360-degree view of your organization, including your goals and vision for the future, the competitive landscape, and market trends and perceptions. Then with all this in mind, we craft your comprehensive tactical marketing strategy. This targeted marketing approach maximizes the return on your marketing investment.



## Assess

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



## Align

Develop identity system, brand visuals, and core messaging (“Big Idea”).  
Create a marketing strategy, budget, and tactical execution plan.



## Integrate

Weave your identity and Big Idea into your foundational materials, such as your website, collateral, ads, trade show booth, and more.  
Launch marketing materials.



## Leverage

Execute your digital, public relations, media, content, social, and trade show plans.  
Track performance and refine your strategy to ensure ROI.

# SCORR MEANS MORE

# SOLUTIONS

With a laser focus on converting opportunities into long-term relationships, we get the right messaging in front of the right audience the right way at the right time.

SCORR customizes an approach to your integrated marketing and communications needs that includes innovative digital initiatives alongside traditional marketing tactics, enhancing your multichannel visibility and resonating with your audience wherever they find you. This approach is supported by the industry's most seasoned and professional team: strategists steeped in life science and award-winning creatives and content developers.

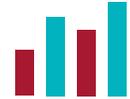
**MORE EXPERTS. MORE GROWTH.**  
**SCORR MEANS MORE RESULTS.**



Strategy



Branding



Market Intelligence



Content Development & Thought Leadership



Website & Video



Digital & Media



Public Relations & Communications



Trade Shows & Events



Sales Enablement