

lucid



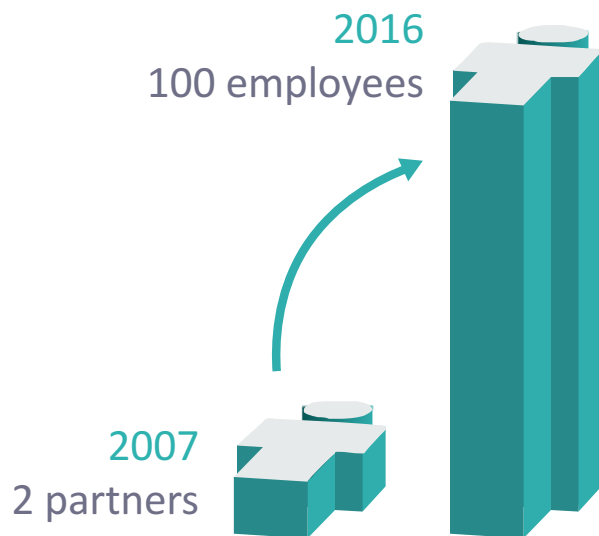
Introducing  
**LUCID GROUP**

MEDCOMMS NETWORKING CAREERS EVENT  
22<sup>ND</sup> MAY 2017, OXFORD

# We are a strategic medical communications company with global reach



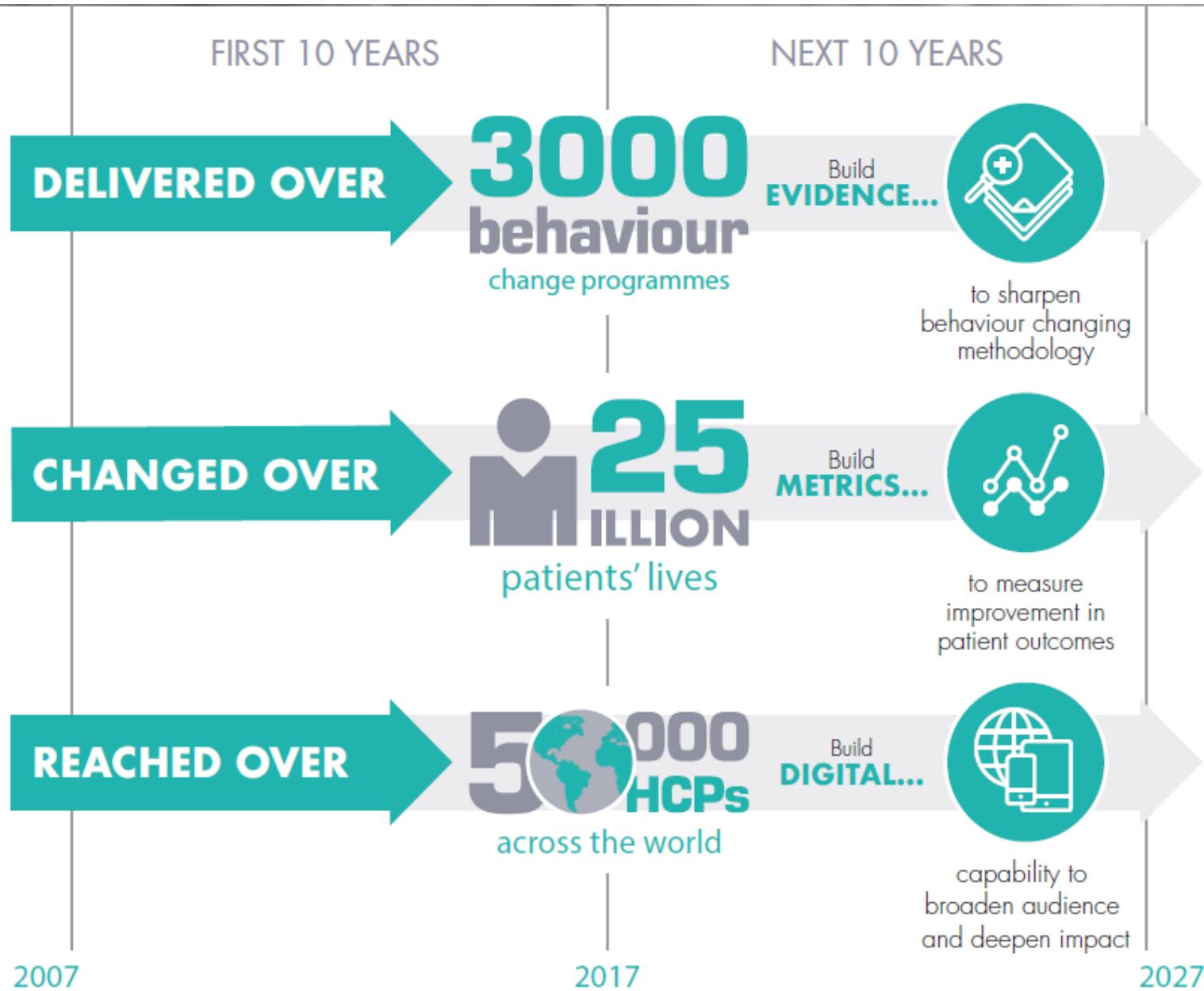
- Multiple therapy areas
- World's leading pharma companies
- International, regional and local initiatives



2007 Lucid Towers  
2009 Leading Edge  
2014 Lucid London

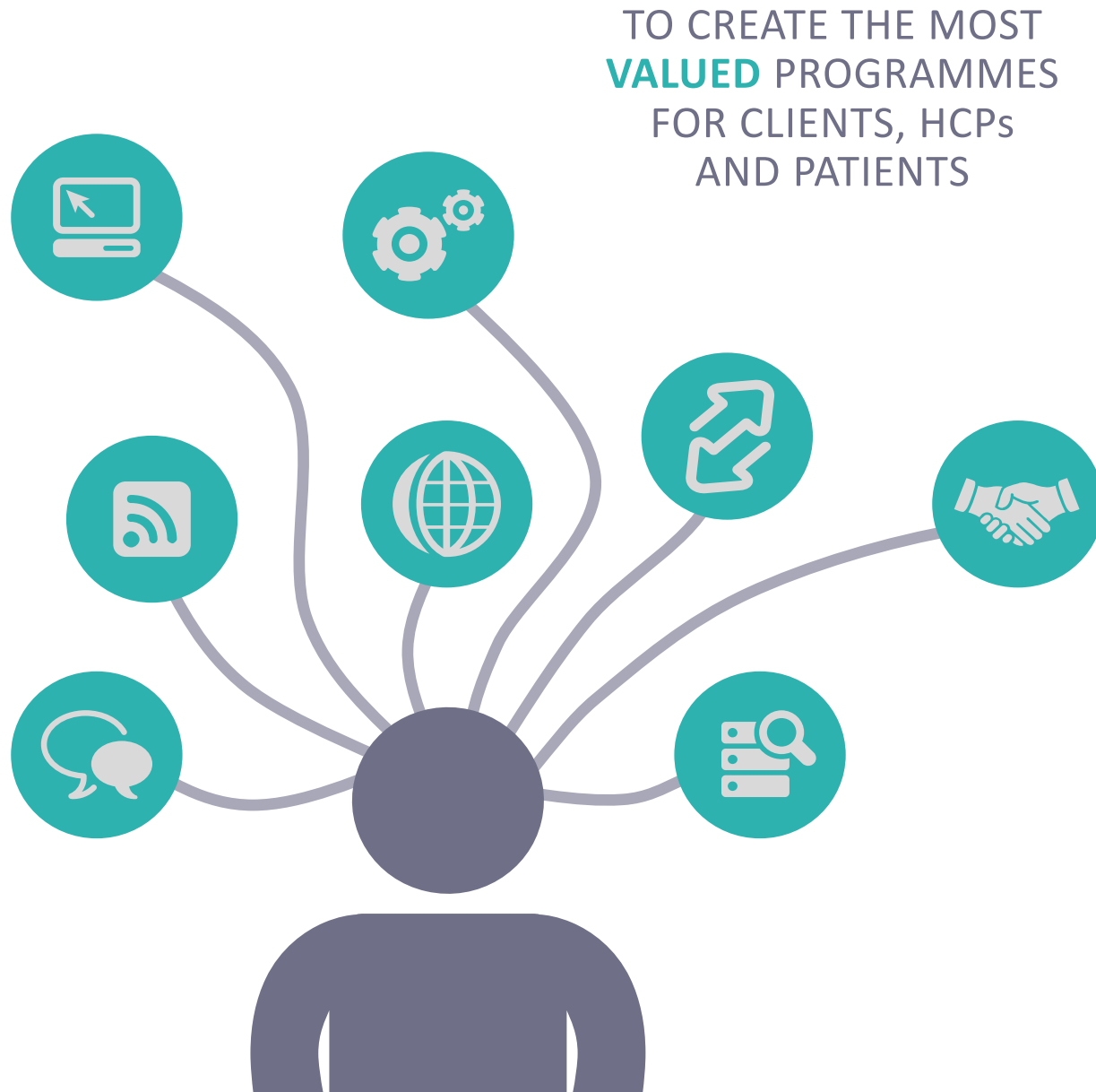


# We have big ambitions for the future

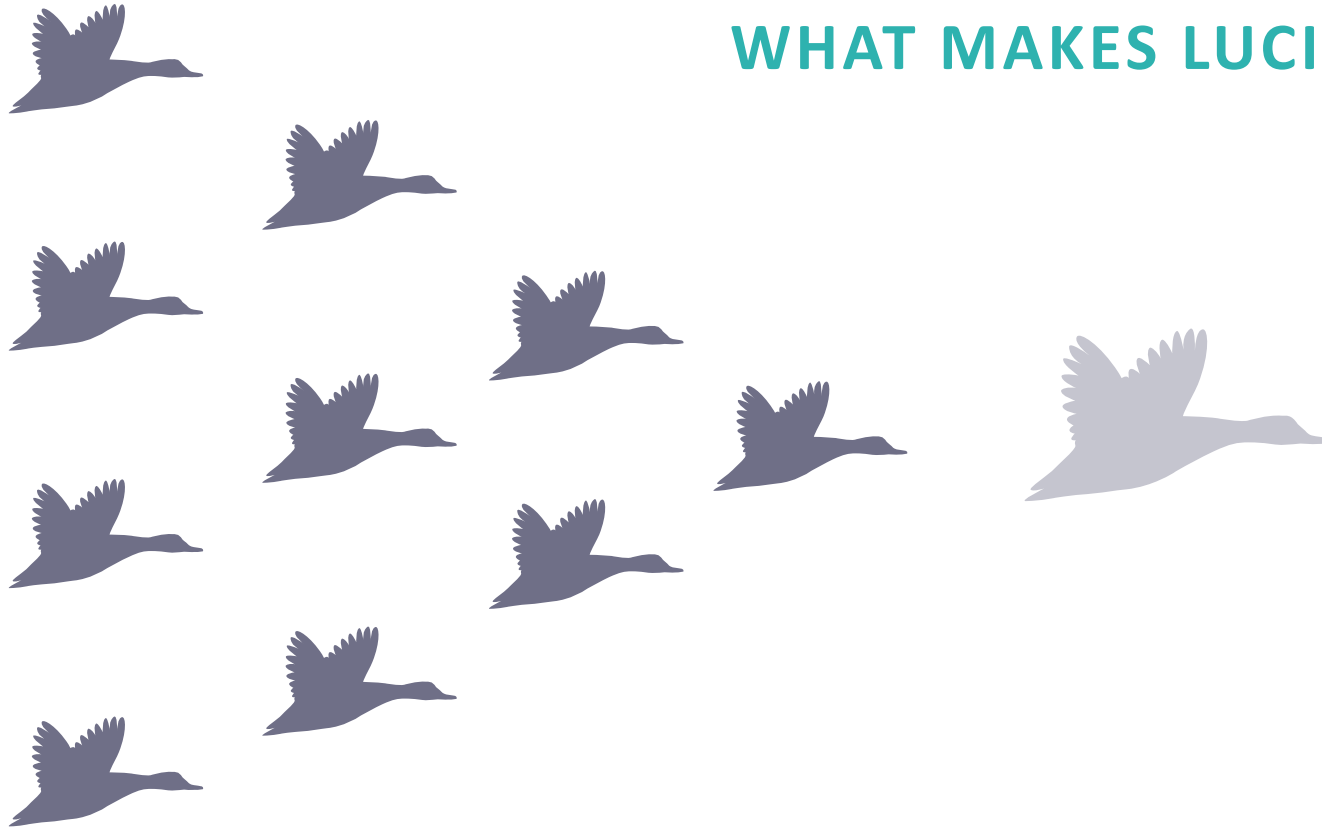


## We have a clear vision

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## WHAT MAKES LUCID DIFFERENT?



We have core values that underpin all we do

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Liberating

Unique understanding

Customer success

Innovation

Diversity

# We take time to foster our company culture

“When it comes to differentiating Lucid, it’s not about the vision, it’s not about the proposition, it’s not about the marketing... because anyone can copy that. **It’s about the culture.** It’s about developing an organisation and an organisational culture that will **make a difference**”



## WE WANT LUCID TO:

BE AMBITIOUS

BE THOUGHT-LEADING

OPTIMISE VALUE TO OUR STAKEHOLDERS

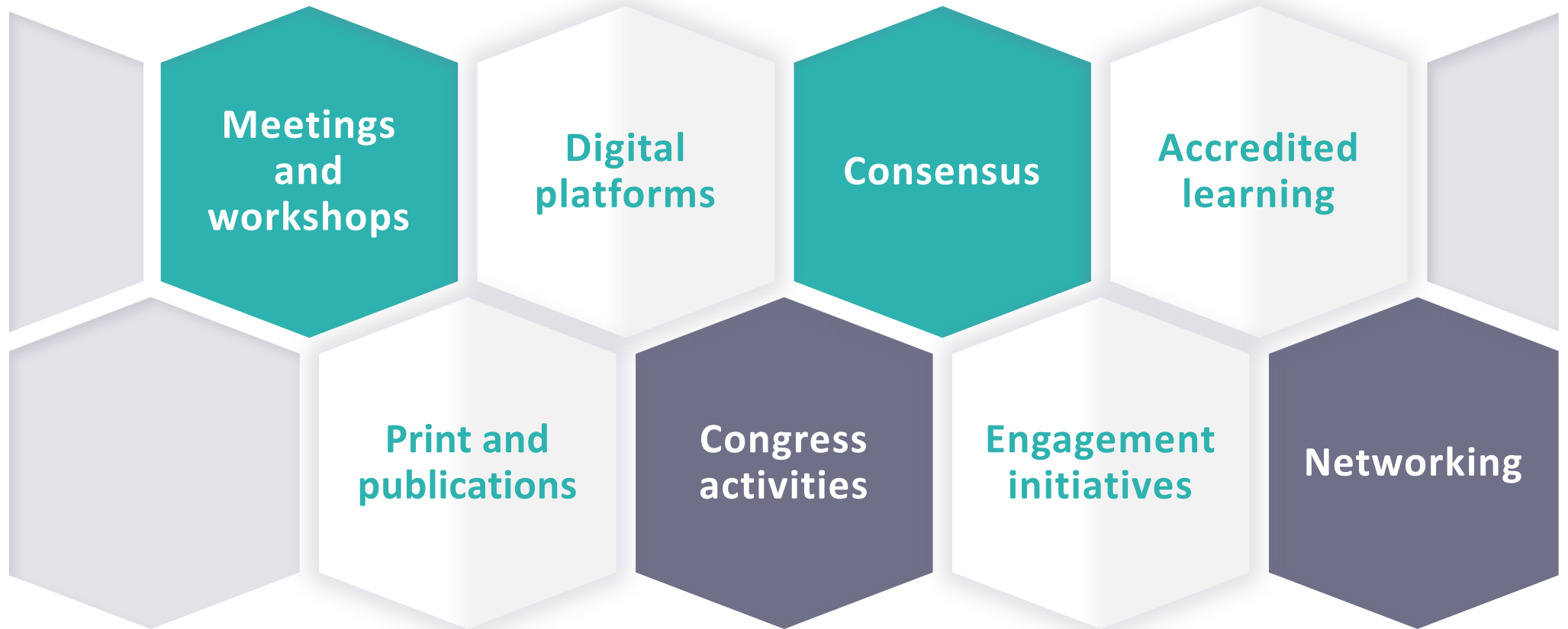
BE CREATIVE AND ENTREPRENEURIAL

LEARN FROM EACH OTHER AND CHALLENGE OURSELVES

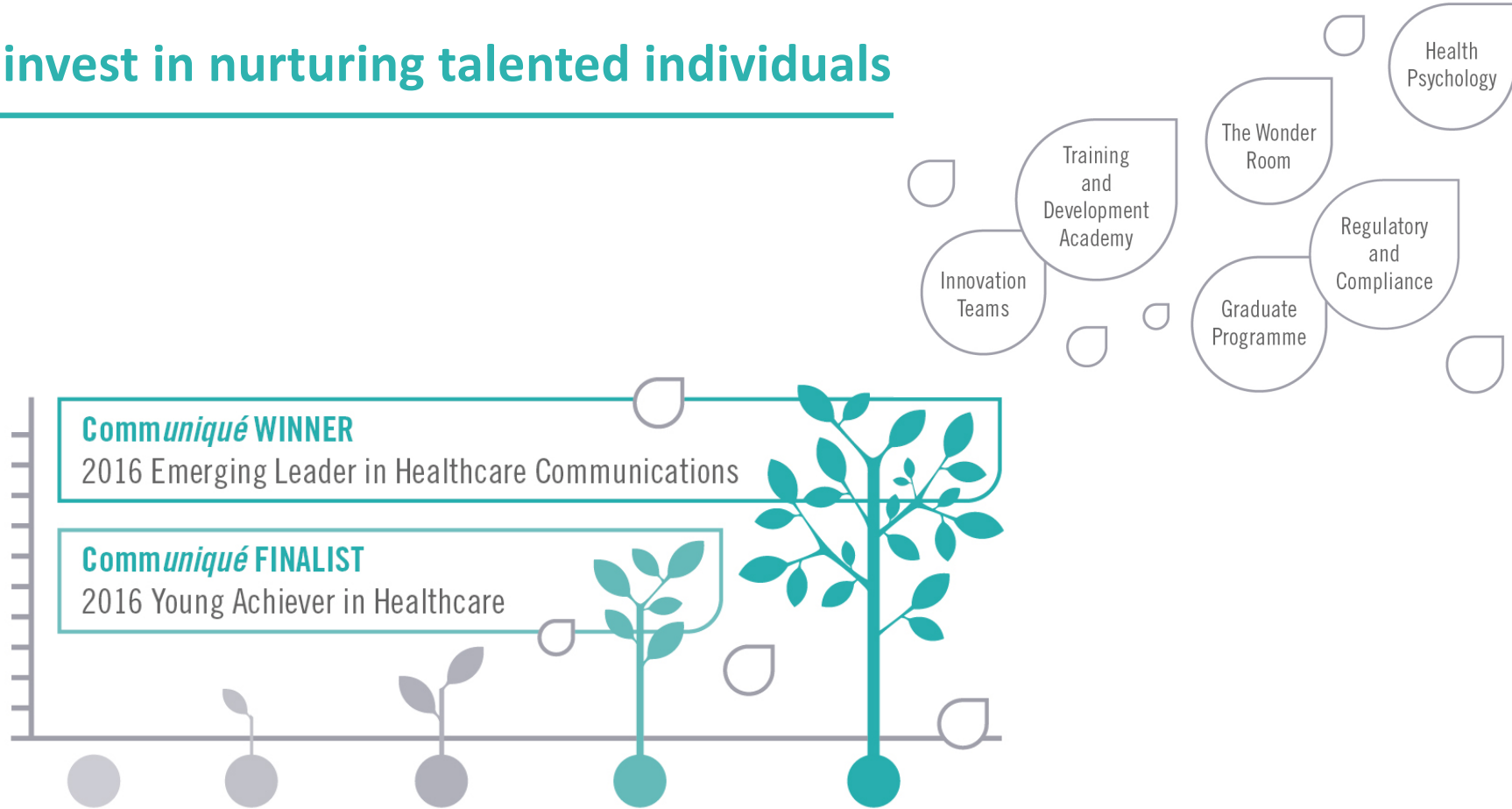


## We tailor tactics to deliver behaviour-changing strategies

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# We invest in nurturing talented individuals



Supported by a leadership team with  
**>100** years of pharma and  
med comms experience



# Our Futures programme is designed to help you achieve your ideal #LucidLife

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**Strong teams**

**Big dreams**

**Sunbeams**

Meet Fiona, a medical writer.  
She told us what she wanted, and we did the rest.  
We believe that medical writers are like gold dust; so when we find talent, we do our utmost to make sure we meet their wants and needs.  
Intrigued?  
Tell us what you want today and watch us make it happen.  
[www.linkedin.com/company/lucid](http://www.linkedin.com/company/lucid)

#LucidLife

## Our Futures programme offers you a fast-tracked career with:

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### Tailored development

- To help you reach your goals

### Mentorship and support

- To nurture your growth

### Diversity of roles

- Via a two year rotation scheme, across 3 business units providing stretch and stimulation

# We win awards for our *Advance Outcomes* approach



“The programme really stood out amongst the crowd. It’s a comprehensive, multichannel programme that’s developed over a number of years and has shown real, **demonstrable behavioural change which has led to real clinical improvement for many patients** across the country.”

“The work showed an excellent understanding of the market and took a patient-centred approach from the outset. This was an ambitious programme reaching 3,200 physicians in 25 countries that **achieved behavioural change which resulted in improved patient outcomes.**”

# We live our values every day to deliver medical education that changes people's lives

"Our vision is clear – ask anyone at Lucid, and they will tell you we are trying to change lives"

**MATT**

"I am constantly learning – the literature around behaviour change is changing quickly"

**MADELEINE**

"It's how we make sure what we do has a measurable impact"

**LOUISE**

"It's why I come to work: I want to make an impact"

**IFY**

"It gives us a lot of pride, knowing we are making a difference"

**LAURA**

"It means we're leading the industry, and that feels good"

**OLIVIA**





# Thank you.

VISIT OUR WEBSITE: [lucid-group.co.uk](http://lucid-group.co.uk)

CONTACT US: [daniel@lucid-group.co.uk](mailto:daniel@lucid-group.co.uk)