



LUCID
GROUP



Transforming lives. Always.



INTRODUCING...
LUCID GROUP

MedComms Networking
Meet the Agencies Day
14th May 2018

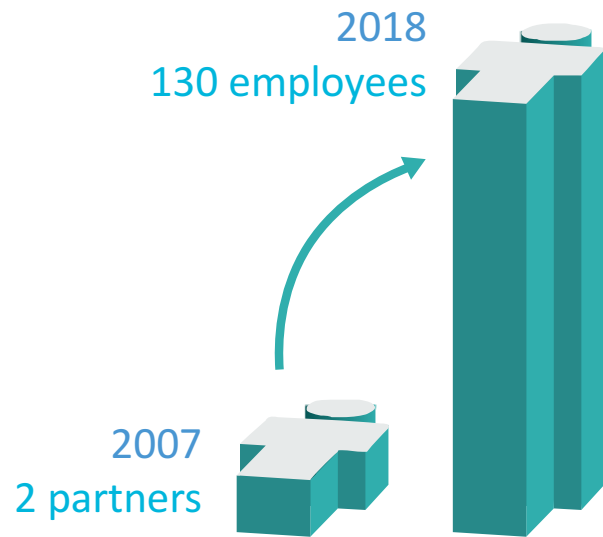
LUCID
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Transforming lives. Always.

We are a strategic medical communications company with global reach

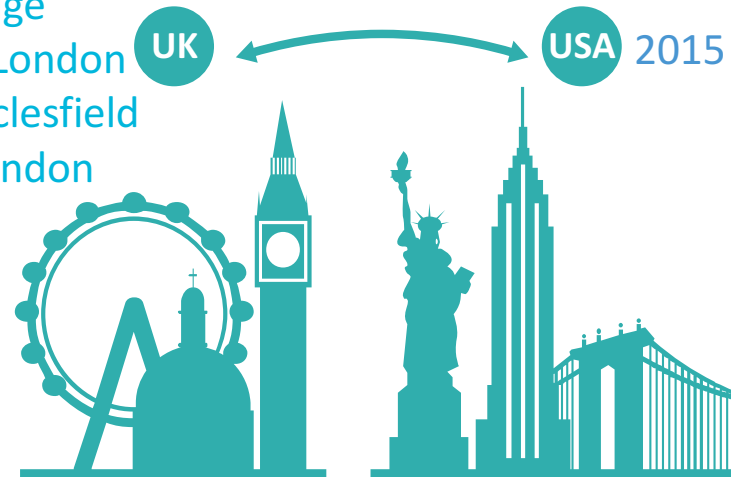


- Multiple therapy areas
- World's leading pharma companies
- International, regional and local initiatives

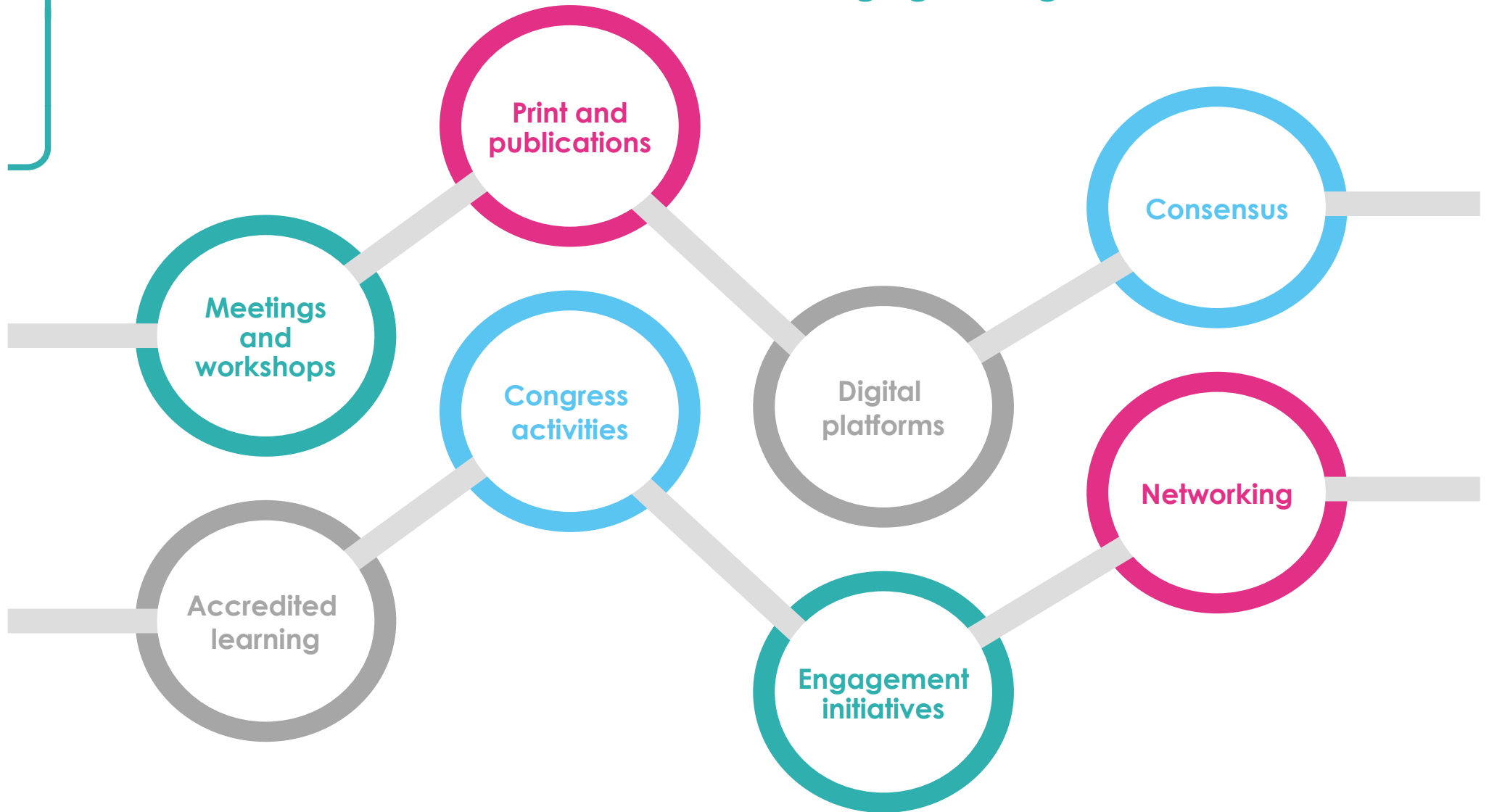
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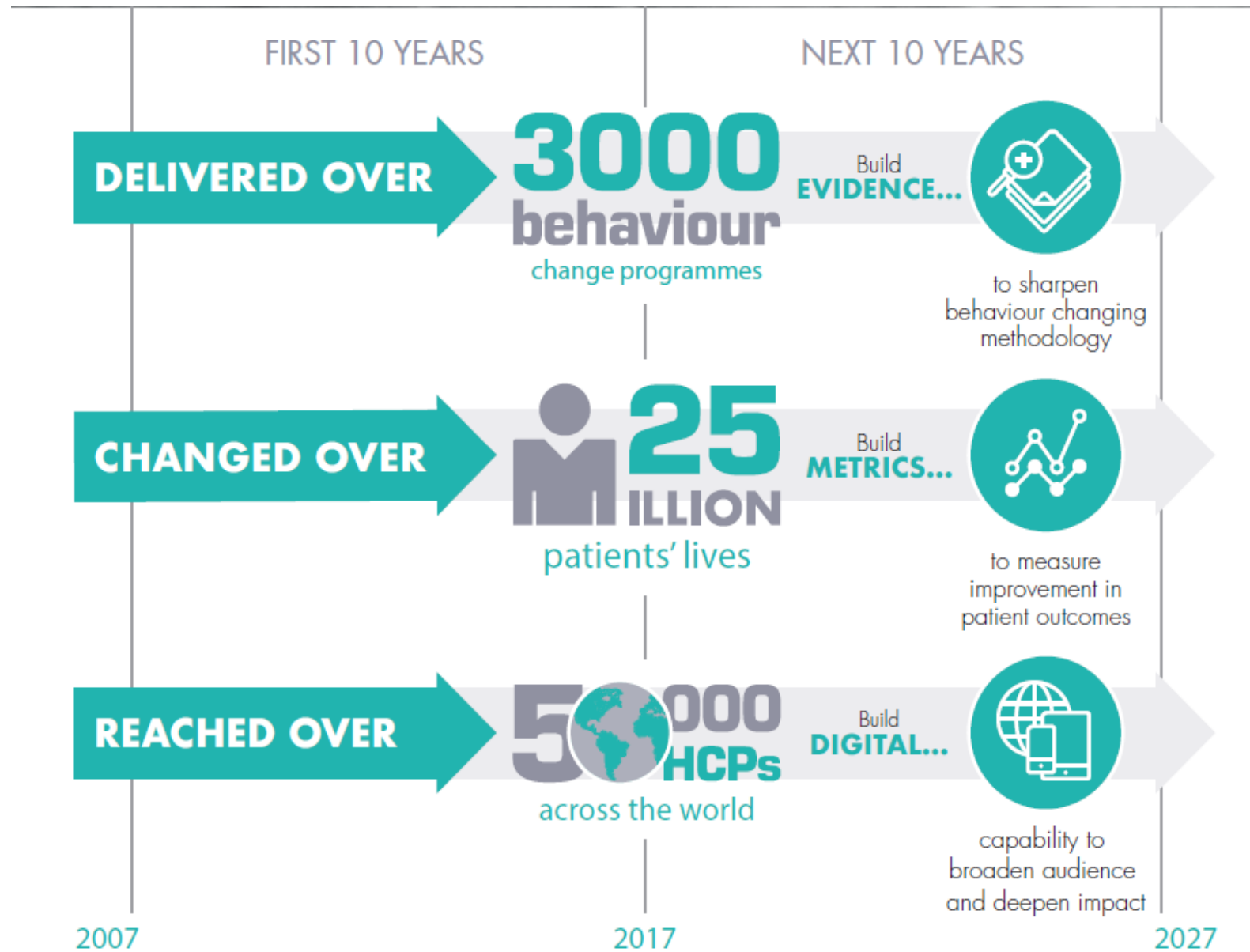
- 2007 Lucid Towers
- 2009 Leading Edge
- 2014 Lucid SW. London **UK**
- 2017 Lucid Macclesfield
- 2017 Lucid C. London
- USA** 2015 Lucid NYC



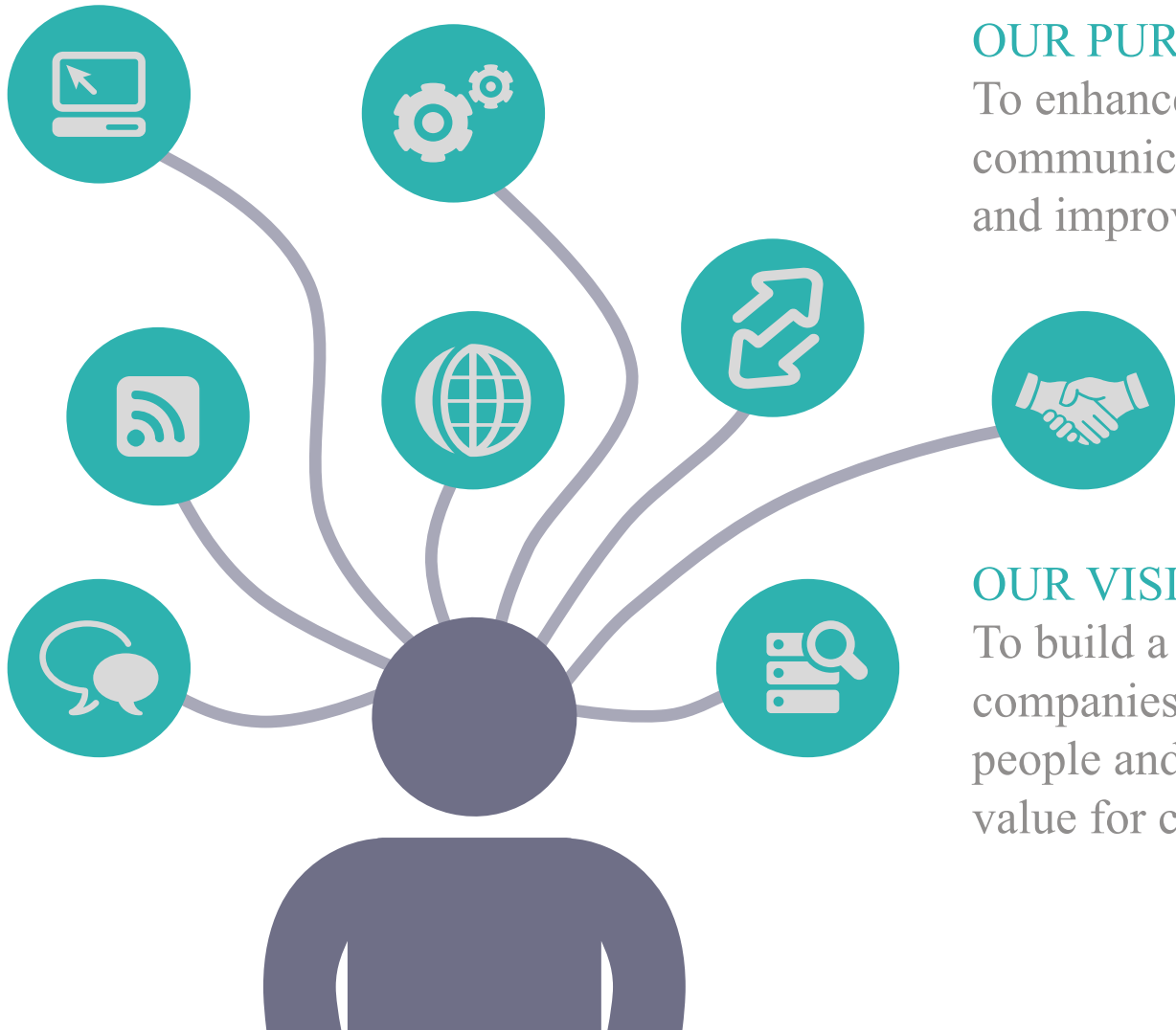
We tailor tactics to deliver behaviour-changing strategies



We have big ambitions for the future



We have a clear purpose and vision



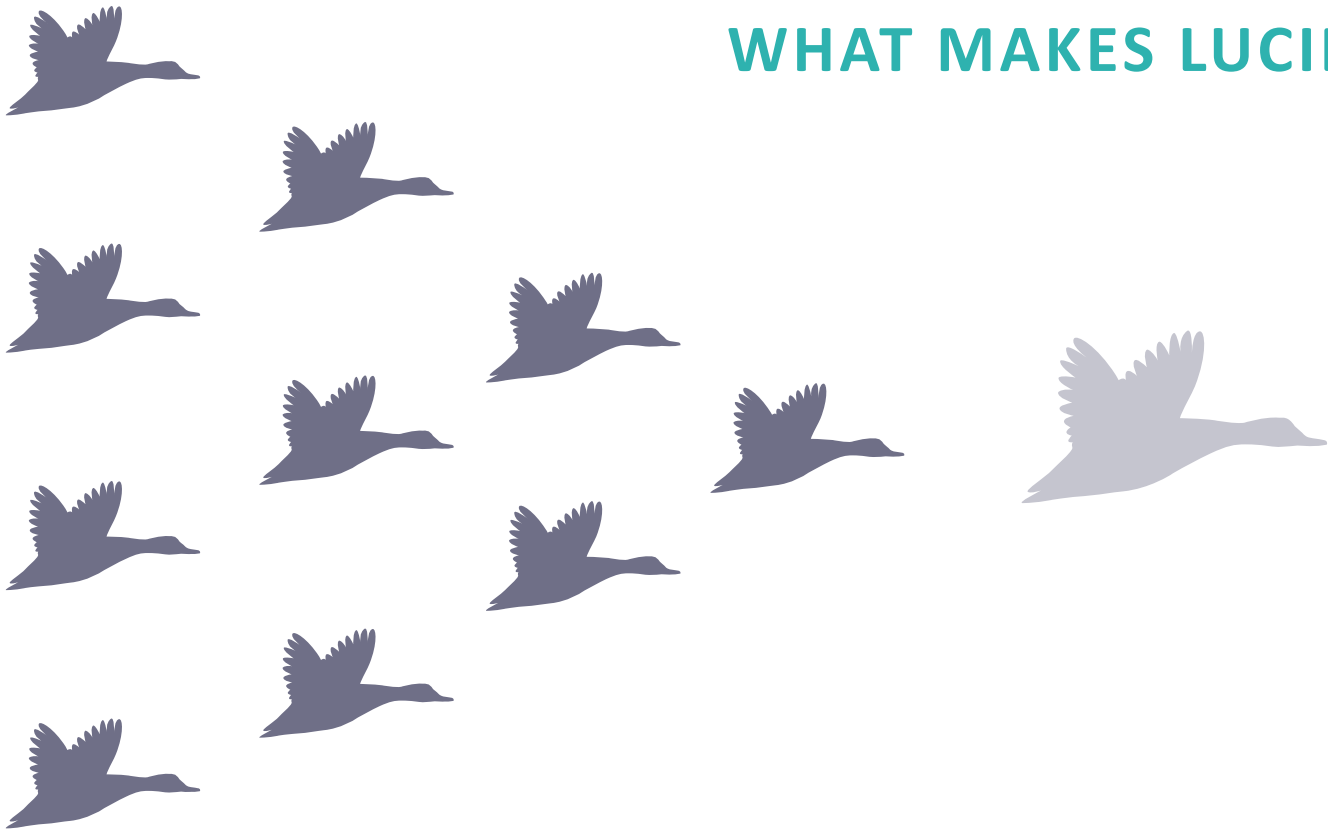
OUR PURPOSE

To enhance patient's lives through communication that changes behaviour and improves patient health outcomes

OUR VISION

To build a global family of outstanding companies combining a passion for our people and for delivering life-transforming value for clients and patients.

WHAT MAKES LUCID DIFFERENT?



Our brand reflects our culture

PIONEERING



We will shake the world. We will discover new ways of communicating so we improve health for patients. We will be first. We will create and innovate. We will set new standards

HUMAN-CENTRIC



We will change lives for the better. For patients. For clients. For partners. For our colleagues and teams

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**”



OUTCOMES LED

Our mission is to deliver better outcomes for patients

TALENTED PROFESSIONALS

We are a community of talented communicators

TRACK RECORD

We have a history of award winning magic

BUSINESS WIZARDS

We think big, we act small

CURIOS

We are inquisitive about everything, and seek to improve

Our Futures programme is designed to help you achieve your personal and professional goals





TAILORED DEVELOPMENT

To help you reach your goals



MENTORSHIP AND SUPPORT

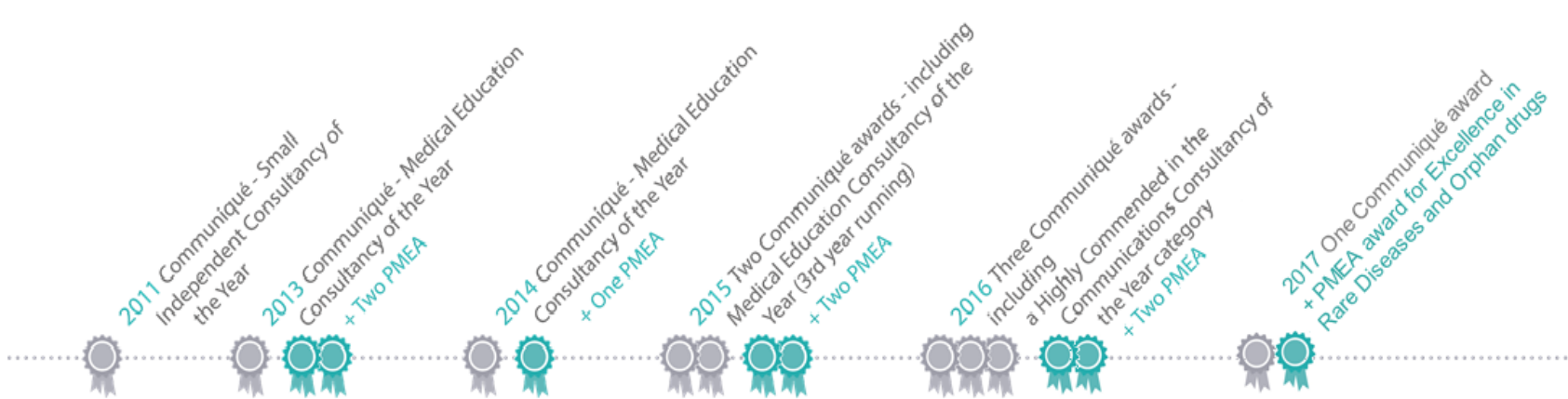
To nurture your growth, we are supported by a leadership team with more than 100 years experience in pharma and med comms



DIVERSITY OF ROLES

Via an 8 week intensive training period followed by a rotation scheme across 3 business units providing stretch and stimulation

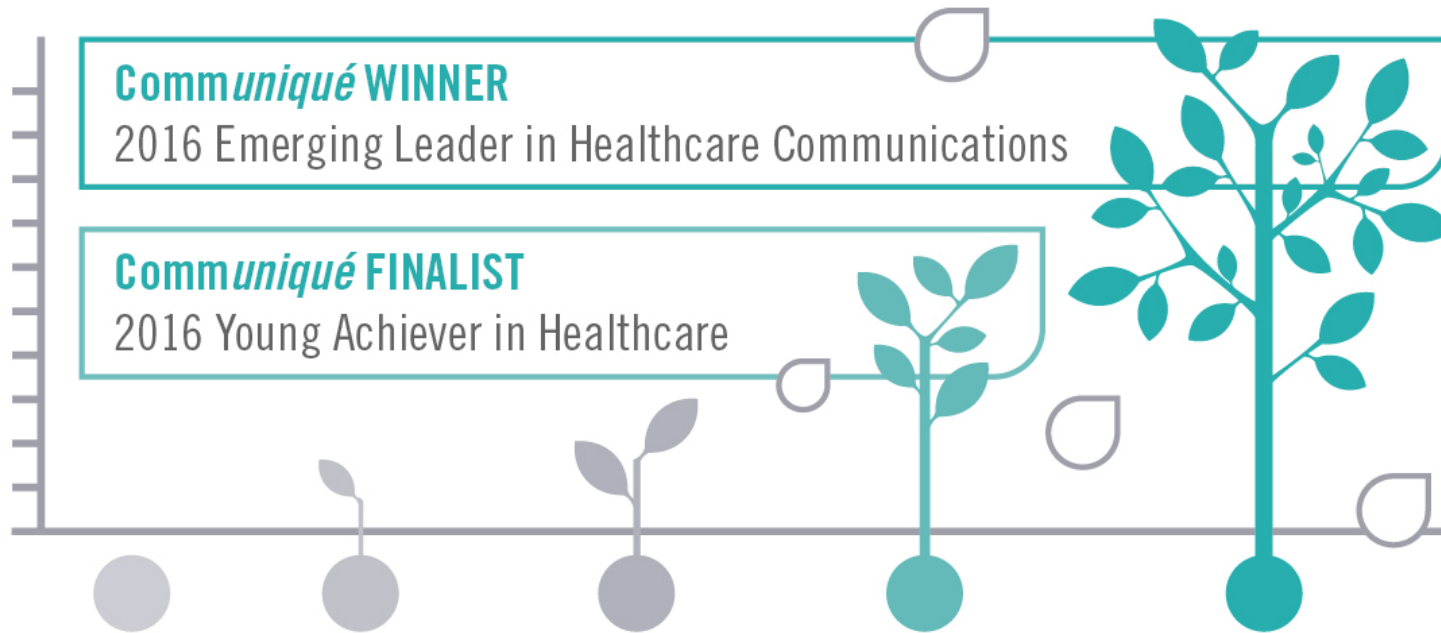
We win awards for our *Advance Outcomes* approach...



“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.**”

...and for our amazing individuals!



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