

Predict, uncover, convey:

Gain actionable insights for your healthcare strategy

SKIM supports leading healthcare brands to thrive by providing strategic clarity. We tailor our expertise and analytical minds to your business challenges to provide solutions that are reliable and relevant, navigating in close collaboration towards strategies that are right for your brand.

Our deep understanding of human behavior, particularly in patient decision-making, allows us to design solutions that resonate deeply with patients, HCPs, payers and drive tangible results. Furthermore, our 45 years of experience and advanced methodologies in analytics ensure that we deliver reliable and data-driven results, supporting your success every step of the way.

How we help you to thrive:

1

Unlock product and innovation success

Turn early-stage uncertainty into in-market success with tailored insights and actionable strategies, leveraging behavioral science to break habits, drive adoption, and launch new products that last.

2

Build a powerful and enduring brand

Harness decades of experience and proven psychological frameworks to create compliant brand communications that attract, connect, and convert.

3

Target the right impact points

Navigate the intricate web of pharma & MedTech stakeholders, identifying critical touchpoints to maximize impact and keep patients central to your strategy.

What clients say about working with us

"The insights from the market study have been invaluable. They've not only guided our product development decisions but also helped us justify investments and shape our approach in other areas like AI."

Yair Kerkmeester | Product Manager DXR | Philips

Ready to elevate your healthcare strategy?

Visit skimgroup.com/consultation to book a consultation with our dedicated healthcare team.

▶ Named 2024 GRIT
'#3 Most Innovative Insights Agency'

▶ Board member of **EphMRA**
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