

# Avalere Health™

Better health happens when we connect.

## Media Frequently Asked Questions

*If you have questions that are not included in this FAQ or would like additional details about the Avalere Health rebrand, please don't hesitate to reach out to either [natasha.cowan@avalerehealth.com](mailto:natasha.cowan@avalerehealth.com) or [marita.gomez@avalerehealth.com](mailto:marita.gomez@avalerehealth.com).*

### Why did Fishawack Health rebrand to Avalere Health?

Fishawack Health was founded as a medical communication company 22 years ago. Since then, we have expanded our capabilities and presence to become a global commercialization partner for biopharmaceutical, medical device, wellness, and investor clients, with services spanning from advisory to implementation across the product lifecycle.

The name Fishawack Health no longer reflects our unique distinctions, our global integration and breadth of services, or our expertise in supporting companies from early asset strategy all the way through to post-launch execution.

As Avalere Health, we have brought together 19 different companies under a single team, vision, and structure. The name, "Avalere," is derived from the Latin and Old English words for strength, vitality, and learning. [Avalere Health](#) reflects the strength of our service offerings and the passion and commitment of our interdisciplinary teams in solving client challenges. By rebranding and uniting as a single organization, we can provide clients with greater access to services that connect science and creativity, technology and data, ability and agility, naturally and powerfully.

### What is the meaning behind the new brand identity?

Our global transformation would not be complete without a new logo and visual identity. The brand identity emphasizes an awe-inspiring natural phenomenon of starlings flying together in murmuration, which evokes how our community of experts moves in unison and pivot together to support clients in response to healthcare challenges. This concept of thinking, moving, and acting collectively manifests throughout the brand from the [website](#) to the advertising campaign and brand [video](#). The stylized "A" in the logo incorporates a bird's wing, giving it the appearance of taking flight.

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## What are the connected services we offer?

We tap into the collective intelligence of our strategists, scientists, marketers, analysts, and technologists to develop integrated services that combine deep, data-driven analysis with a rich understanding of healthcare markets and stakeholders' needs.

Working with enterprises, portfolios, and brands, our services span the entire product lifecycle, from driving early asset investment strategies to post-launch execution until loss of exclusivity. We also provide strategic assessments on how specific global, federal, and state policies will impact coverage and access and create relevant experiences that continuously evolve with the audiences' needs.

Below are just some of our connected services:

- **Healthcare policy assessment.** Global, federal, and state policies continuously change. Our experts provide guidance on how to navigate and evaluate policy, and how to mitigate and respond to changes impacting drug development and commercialization.
- **Integrated evidence evaluation and generation.** Our integrated approach creates stronger and more connected evidence generation, including cross-functional frameworks that uncover gaps and highlight the need for additional real-world evidence data and analysis.
- **Holistic embedded launch service.** Ideal for biotechs embarking on their first commercial launch, our expert-embedded consultants leverage years of experience across disciplines to help companies scale up, establish processes, and make an impact at launch.
- **Global and US launch strategy, marketing plan, and execution.** Partnering with clients to ensure global and US strategy, execution, and optimization are tailored to local markets to maximize impact and reuse.
- **Generative AI.** Harnessing the power of generative AI, our interdisciplinary teams, generate audience insight, synthesize broad data sets, and accelerate the development of personalized and localized content.
- **Behavioral science.** By combining behavioral science strategy with our unique registry of claims data, we can predict and drive meaningful responses in markets and shift beliefs and behaviors.
- **Addressing health equity disparity.** Leveraging multiple data sources, we uncover disparities in how populations navigate, access, and benefit from healthcare, and use these findings to inform strategy and drive equitable approaches.
- **Market intelligence with coordinated omnichannel.** Our powerful data and analytics platform combines sophisticated data sources with a proprietary engine to create and optimize impactful personalized engagements that evolve with audiences and deliver a return on investment.

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## How will rebranding and integration benefit clients?

Client needs have changed. Drug and portfolio development has become fast paced and complex. New scientific and technological advances have fueled innovations in medical technologies. Patients and advocacy groups want more information and direct support, over and above HCP engagement. Policies, such as the Inflation Reduction Act, are pressuring companies to rethink their pipeline and launch strategies, while payers are revisiting their reimbursement approaches.

As one entity, Avalere Health can easily tap into the collective intelligence of our strategists, scientists, marketers, analysts, and technologists, combining deep, data-driven analysis with a rich understanding of healthcare markets and stakeholder needs.

Our integrated capabilities enable us to partner with biopharmaceutical, medical technology, wellness, and investor clients, building connections across the stakeholder ecosystem seamlessly. With the ability to examine challenges from a multiplicity of perspectives simultaneously, we develop sustainable solutions that drive change and make an impact in clinical settings.

## What makes Avalere Health different from other agencies, consultancies, and networks?

While we differ in many ways, here are two primary reasons that make us unique.

**1. *As a single, unified organization, we can provide deep and broad capabilities from asset/product evaluation all the way through to post-launch execution quickly and seamlessly.***

While some agencies say they are integrated, their profit centers, technology systems, and team members remain segmented, making it difficult to collaborate seamlessly and support clients. Avalere Health is a true partner for companies seeking support across the product lifecycle. We can drive early asset investment strategies; build cohesive launch excellence strategies; orchestrate medical and marketing experiences that continuously evolve with the audience's needs; and counsel clients on how legislative changes will impact coverage, access, care delivery, and customer choice.

We have carefully united our teams, technologies, and processes under a single ecosystem and vision. We have embedded our interdisciplinary strategy into our DNA. The result is an efficient approach to developing customized solutions that are streamlined, customer-centric, and continuously evolve. With these combined traits, we help clients navigate healthcare now and into the

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future. By simplifying our infrastructure, our global community of clients and employees can easily access the breadth and depth of solutions that make better health happen.

## ***2. Our powerful suite of tools, applications, and data sets drive efficiency and consistency, helping drive competitive advantage.***

Choosing the right data set to support insight and evidence generation is critical. Avalere Health has access to a wide range of data, including extensive closed and open claims data from multiple vendors representing all payer markets; formulary and benefit design data; clinical data from EHRs, facilities, patient/disease registries, and laboratories; individual and community social determinants of health; data on patient programs, digital interactions, retail, wearable devices, market data, and more.

The data and our suite of policy, market access, advisory models and frameworks, and our sophisticated omnichannel analytics platform, power our advisory and executional capabilities. We combine data, technology, and our collective intelligence to understand the needs of a growing network of stakeholders—patients, prescribers, providers, payers, policymakers, and investors—and uncover where their needs diverge and overlap. Our insights drive the connected strategies and solutions that make complex data, science, and technology relevant for all so we can connect patients with life-enhancing therapies faster.

## **What happens to the consultancies and agencies that were acquired? Will they change their names to Avalere Health as well?**

Unifying the company under a single name and brand means the agencies and consultancies that were acquired since 2001—Hive and Pollen, Dudnyk, 2e, closerlook, StoneArch, Skysis, Fire and Rain, Fishawack Medical, PAI, and PRMA Consulting—have been retired in service of tighter integration across the organization. US-based healthcare policy, market access, and transformation market leader, Avalere, which was acquired [in June 2022](#), will retain its brand as an integral part of Avalere Health offering objective analysis to our growing base of clients.

## **Do we need to amend the name Fishawack Health or other heritage brands to Avalere Health in recent published articles or work in progress?**

Press materials and other forms of content that have already been published or posted online will not change to our new name unless we purchase reprints or formally request a change that is then approved by the publisher.

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For content that has not been published yet or is in development, or for sponsorships and events that have not taken place, we will work closely with each media group to ensure that the Avalere Health name and brand are included.

## Will the social media channels automatically change to Avalere Health?

Avalere Health has two key social media presences: LinkedIn and Instagram.

- [LinkedIn](#). Followers from the old LinkedIn account will be redirected to the new company page. The social channels for Hive and Pollen, Dudnyk, 2e, closerlook, StoneArch, Skysis, Fire and Rain, Fishawack Medical, PAI, and PRMA Consulting will have a visual announcement to direct followers to the new Avalere Health company page. Our healthcare consultancy, Avalere, will retain its social channels, but will include mention of the Avalere Health enterprise.
- **Instagram**. We have renamed the old account to Avalere Health. It is mostly used for corporate culture and people content. Some of the existing information from the old account will remain online or archived. You can follow us [@avalerehealth](#).

## Where will headquarters be located?

While we have offices in 18 city hubs globally, it is important for us to emphasize our commitment to clients in the US, Europe, and the Asia-Pacific region. Our primary location in the US is in Washington, D.C. In Europe, our primary office remains in Knutsford, UK.

## How can I stay up to date with Avalere Health's news and insights?

Our monthly newsletter includes a summary of our company news and our latest thought leadership insights. Sign up [here](#)