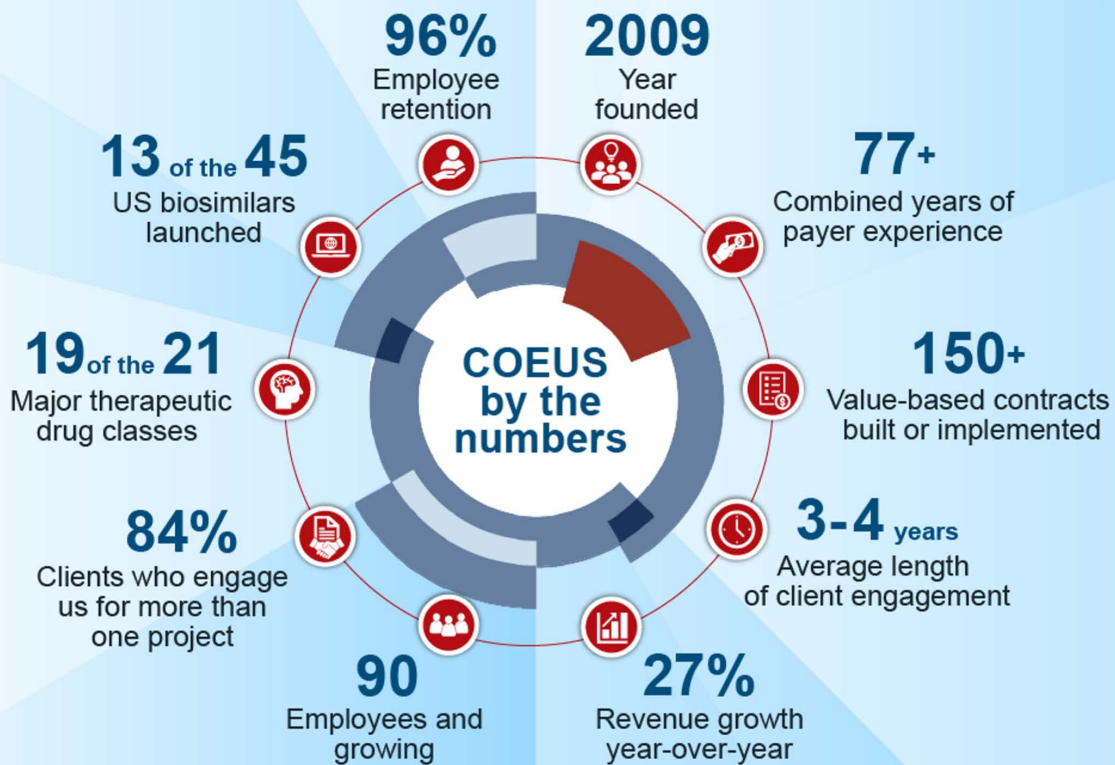




Focused on the future of Market Access



In 2009, when Marc Hixson founded COEUS, he recognized the seismic changes that were occurring in healthcare. Marc had a vision that only consultancies who provided unique, innovative technology solutions – and were supported by the insights and strategy from industry experts – would be relevant and impact positive change in healthcare. After 15 years, the rapid growth of COEUS is a testament to Marc's vision and the unique place that COEUS currently holds in the industry.

▶ Sample clients



For more information visit 1COEUS.com



About COEUS

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“After nearly 15 years in market access, I’ve seen numerous failed attempts by companies to integrate strategic consulting with agency services. The continued separation hinders customer success, leading to siloed processes and clients managing multiple teams, which limits their ability to quickly adapt to the fast-evolving market landscape.

Over the last 18 months, we’ve broken down barriers and unified our talents at COEUS to create 1COEUS—a single, agile entity designed to meet all our clients’ needs effectively. We’ve successfully transformed into a “Consultagency,” an innovative and highly effective model that stands out in the industry.”

– Jodie McVan, Chief Commercial Officer

CONSULTING & COMMUNICATIONS

Leveraging our “Consultagency” philosophy, COEUS delivers full-service ideation and execution for materials geared toward healthcare decision makers, providers, and patients – informed by meticulous strategy. Our services span from pre-approval through launch and eventual loss of exclusivity, supporting drug manufacturers across the commercialization lifecycle. COEUS informs and promotes the conversation between those who create healthcare advancements and those who provide and benefit from them. We believe that captivating content and creative can mean the difference between favorable formulary inclusion and seemingly endless negotiations.

From concept through completion, we strive for intuitive and visually engaging market access communications that are memorable, easy to digest, and inspire action. Whether you’re an emerging biopharma launching your first brand or a large pharma company seeking to reinvigorate an existing one, COEUS has the proven expertise to help you deliver on your market access objectives. Our expert consultants and former payer team are proven veterans, having contributed to more than 130+ product launches. In every engagement, we bring the real-world expertise necessary to ensure success.

TECHNOLOGY

With particular focus on oncology, rare, orphan and emerging cell and gene therapies, COEUS is leading the way in the automated management of innovative agreements (value-based contracts, outcomes-based contracts, and warranties). COEUS has developed COEBRA™, a SaaS platform designed to support the biggest challenge in the management of innovative agreements – interpreting large, disparate, real-world data sets and accurately summarizing results. The platform is a powerful and first-of-its kind tool that improves the patient journey, mitigates barriers to access, and reduces financial risks to the healthcare system while being both independent and auditable for both manufacturers and payers.

TALENT

COEUS offers various options for part- or full-time skilled, seasoned Account Directors, Field Reimbursement Managers (FRMs), Market Access Medical Science Liaisons (MSLs), Trade Directors, Data Analysts and more to provide timely, de-risked support throughout your commercialization journey. Additionally, COEUS’ Talent team provides a variety of training and development services to ensure that field teams present as relevant, credible, and coordinated in their roles. Plus, for direct hire approaches COEUS clients always appreciate that they are part of the interview process and meet the candidates in advance of every engagement.

CONSULTING & COMMUNICATIONS

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