



COEUS

A RED NUCLEUS
COMPANY



Focused on the future of Market Access

Who we are

Consulting meets agency

Established in 2009, and acquired by Red Nucleus (rednucleus.com) in 2025, COEUS (1COEUS.com) is a leading market access consulting, communications, technology, and talent firm. Through its fully integrated full-service “consultagency,” COEUS provides its clients both strategic and communication services that enhance decision-making and communication between payers and emerging and established pharmaceutical manufacturers. The company offers a robust array of market access services pre-launch through post-launch, including support in medical affairs, trade and distribution, patient services, market insights, and full- and part-time personnel support.

COEUS leverages the deep knowledge and experience of the company’s many subject matter experts to deliver a broad range of services across all drug types with a particular focus on gene and cell therapies, rare disease, and oncology. In its 16-year history, the company has supported the launch of more than 150 pharmaceutical brands and has worked with over 300 pharma clients including many top global pharmaceutical manufacturers.

Why choose us



**Simplifying
access and
reimbursement**



**Where strategy
meets success**



**Decision-maker
difference**

What we do

CONSULTING & COMMUNICATIONS

COEUS utilizes a “Consultagency” approach to provide comprehensive marketing solutions for healthcare decision makers, covering the entire commercialization lifecycle from pre-approval to launch. We create engaging content that fosters dialogue between innovators and stakeholders, driving formulary inclusion. With over 130 successful product launches, our experienced team helps both emerging biopharma and established pharmaceutical companies achieve their market access objectives through impactful communications.

TECHNOLOGY

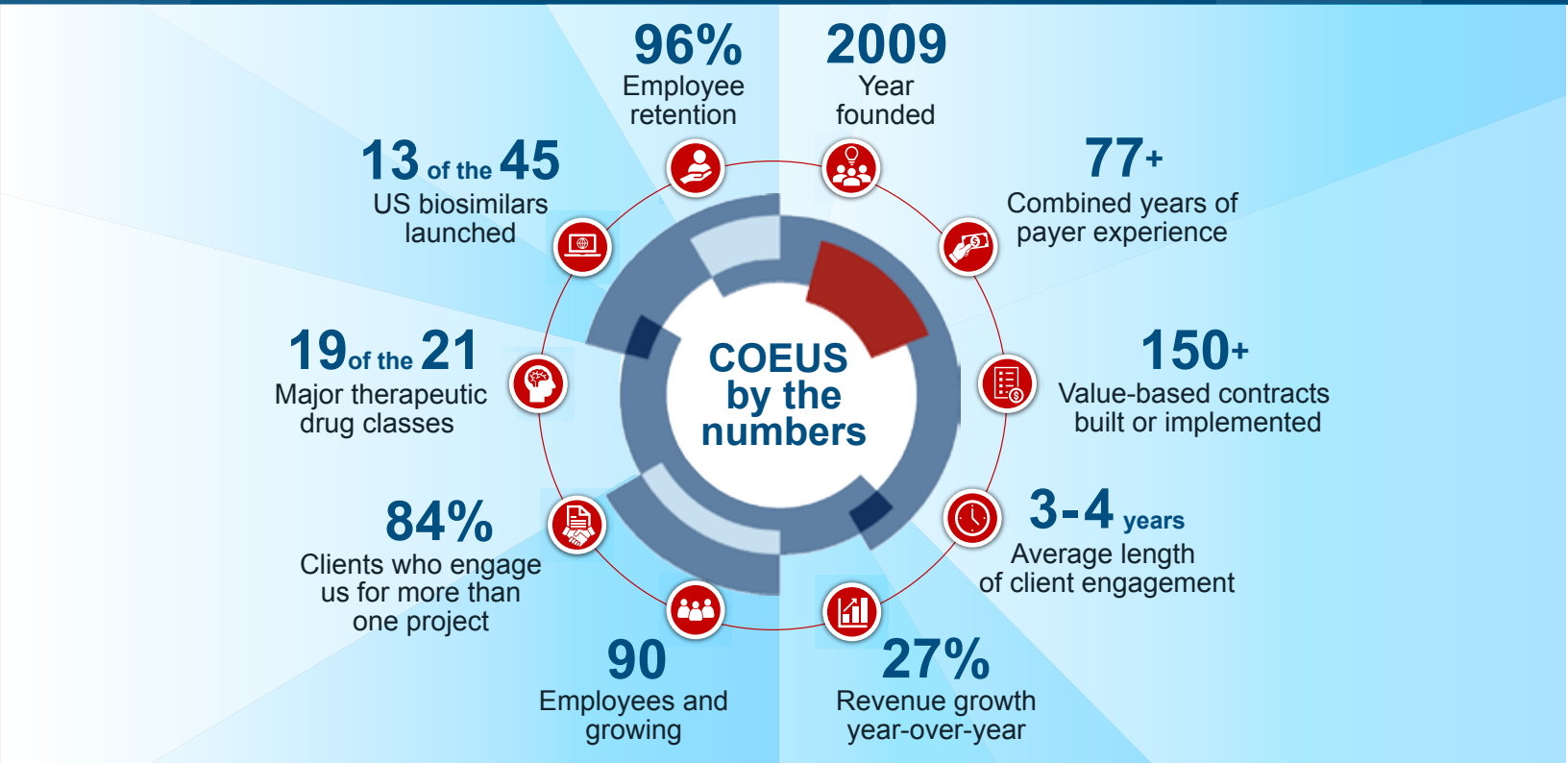
COEUS leverages advanced AI-driven technology to streamline market access and reimbursement, providing real-time insights, predictive analytics, and automation. With a focus on oncology and cell and gene therapies, our proprietary solutions enhance decision-making, simplify complex data analysis, and improve transparency, empowering stakeholders to navigate reimbursement challenges and optimize patient access.

TALENT

COEUS offers skilled professionals—such as Account Directors, Field Reimbursement Managers, and Market Access MSAs—to support your commercialization journey. Our Talent team provides training to ensure field teams are credible and coordinated. Clients also participate in the interview process for direct hire solutions, meeting candidates before engagement.

Contact us at www.1COEUS.com

About COEUS



Who works with us



“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