

# Wb Well Being @ Home

## About Well Being @ Home from Four Health

Four Health's new Well Being @ Home offering seamlessly delivers a virtual service which targets patients making healthcare choices during social distancing. It can include a patient who is fully informed about and successfully maintained on an Rx treatment, a health care consumer making good decisions about OTC products, a family carer supporting those living with chronic or long term conditions or a suitable candidate enrolling on a clinical trial.

Delivered through evidence-based traditional and digital channels and driven by quality engagement KPI's, we understand the need to connect with those who have healthcare influence. Adapting to current events and giving consumers choices direct to their home environments is important, as is being the first to answer consumers who are looking for support and information online.

We combine all consumer tactics, innovation and behaviour change techniques to help those making key decisions about their health and the health of their loved ones. Well Being @ Home from Four Health helps make media, communications and people better.

### Our audience

We target home healthcare decision makers who influence the health of themselves, children, parents and peers.

## Who we can help

### Public health

- NHS and other public health bodies
- Government

### Third sector

- Charities, causes and campaigns

### Pharma

- Consumer facing awareness programmes to drive healthcare professional interaction

### Lifestyle

- OTC brands
- Alternative and holistic treatments
- Private health and wellness brands from health insurance through to online doctors

## Pricing

Strategy and activation services can be tailored for specific requirements - here are our core products:

### 1. Home healthcare influencer identification

Identifying and managing those who influence the healthcare choices people make from their own homes as well as experts to communicate with your audiences during Covid-19 and self-isolation.

From £1,250

### 2. Well Being @ Home content strategy

Creating long term or delivering swift, interim, insight-informed content strategy to adapt to world events and conditions and create a communications framework with resonance, meaning and purpose.

From £3,750

### 3. Interim campaigns

Activating immediate campaigns to keep your brand front of mind in challenging times and meet the needs of your audiences while they are for the most part housebound. These include:

- Content-led campaigns - informative and inspirational, keeping your brand front of mind, creating meaningful and memorable experiences at home
- Lead generation and sales-led campaigns - targeting audiences with e-commerce campaigns to drive sales at a challenging retail time

From: price will vary depending on requirements and scope; from £2,500 per campaign.

### 4. Non-digital campaign strategy development

Using traditional media to engage and inform healthcare consumers and connect at home.

- Print strategy-led campaigns based on behaviours and demographic
- Geography-led direct mail
- Partnership-led comms with trusted brands
- Multi-language content

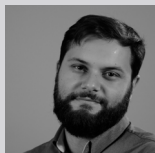
From: price will vary depending on requirements and scope; from £2,650 per campaign.

Key team members



**Kelly Smith, managing director, Well Being**

Kelly heads up Four Health's Well Being service, focusing on what our health clients are looking to achieve, namely a well being. Kelly's background is as an expert in strategic media planning and buying in the UK health sector, national OOH campaigns and corporate B2B promotion with a patient facing focus.



**Aleksandar Kislyakov, digital performance director**

Aleks manages a team of five digital performance specialists and oversees all stages of campaign delivery. This includes strategic planning, campaign build and development, cross platform deployment, activation, optimisation and end deep-dive analysis and reporting.



**Emma Martin, managing director, engagement**

Emma has over 25 years' experience of working with teams and brands to deliver strategic integrated marketing solutions with digital at their core. She has a proven ability in delivering commercial success through establishing collaborative partnerships and generating creative solutions for clients across a broad range of B2B and B2C sectors.



**Mary Faul, senior digital performance executive**

Mary works in the healthcare and pharmaceutical industry leading on both patient and HCP facing campaigns in social and search. Her expertise in the digital healthcare landscape has led her to work on campaigns in disease awareness, vaccine promotion and over the counter product sales.

Some of our clients



Other products from Four



Contact

If you would like to find out more please email [campaigns@fourcommunications.com](mailto:campaigns@fourcommunications.com)