

BACKGROUND

When Randy Spaulding met HBG Health in 2007, he had a big vision. To build a clinical research facility unlike any other. One that focused on ensuring the safety of patients first. One that was designed to improve the overall drug development process and identify, early on, the adverse risks that can cause devastating effects down the road. One that he was proud enough to put his name on.

OBJECTIVE

Our assignment was clear. Develop a brand that could drive every aspect of this new business. From its business model and how it presented itself to pharmaceutical clients, to how study subjects were recruited and what they experienced at the facility. The due diligence process was designed to completely immerse the team in the clinical research space, including numerous one-on-one interviews with pharmaceutical researchers, principal investigators, procurement officers, FDA representatives, cardiac safety thought leaders and the Spaulding Clinical team. And the insights we gained through the process allowed us to develop the voice for a whole new category of CROs. The result? A brand that truly embodies the heart and soul of the company's founder, and one that shows the pharma world that there is a new way to achieve marketplace success.

HIGHLIGHTS

Facilitated strategy sessions that allowed us to craft a powerful and meaningful vision for the organization — *to provide a marketplace of safe drugs*.

Developed a brand strategy — *research beyond results* — and core messaging that expressed the aspirational and functional benefits of Spaulding Clinical, while reinforcing its vision.

Created a proprietary brand for Spaulding Clinical's quality protocol — QTc Standard — reinforcing its commitment to quality, time and cost, while also reflecting its cardiac safety focus on the QT interval.

Provided launch recommendations, including strategies for sales, marketing, volunteer recruitment, HR and thought leadership. Also created creative concepts to show how the tactics would bring the brand to life.

Created a logo and identity system grounded in colors and imagery that reflected optimism, hope, trust and forward thinking.

Designed a suite of sales and marketing tools, including corporate brochure and inserts, trade ads, newsletter, website and sales presentations.

Assisted with the interior design and exterior signage of the facility, ensuring the brand reinforced the uniqueness of the CRO.

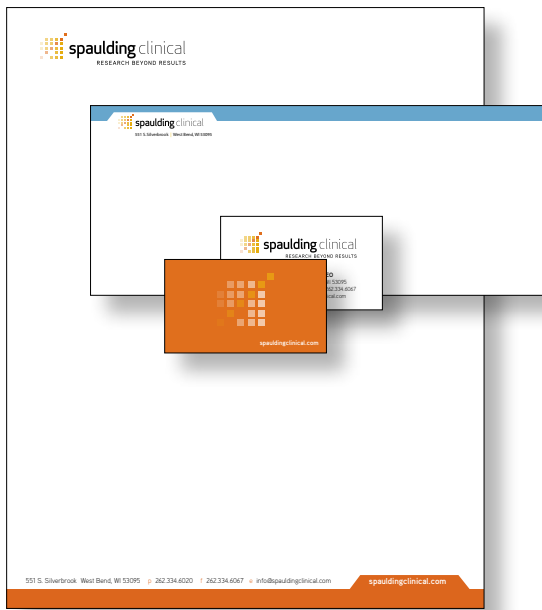
Partnered with Spaulding Clinical to develop a launch event that showcased the vision and the new 300-bed facility in West Bend, WI.

Developed integrated trade event program to introduce and connect Spaulding Clinical with research buyers.

RESULTS

In its first year of operation, Spaulding Clinical already has a six-month wait for research studies. They continue to have interest and demand for their unique approach to quality and safety in clinical research. Further, the research volunteer community sees them as a premier CRO with a unique approach and experience for subjects.

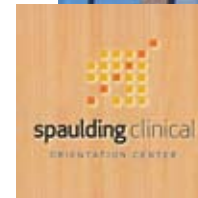




IDENTITY



LOGO



INTERIOR SIGNAGE



EXTERIOR SIGNAGE



CAPABILITIES BROCHURE INSERTS



TRADESHOW HANDOUT



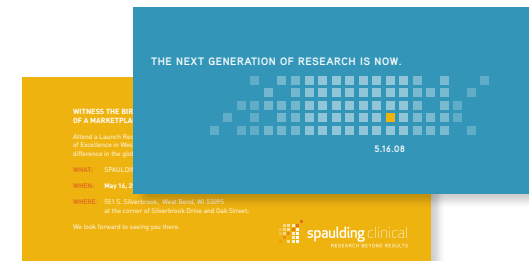
PRINT AD



QUALITY PROGRAM LOGO



DIRECT MAIL



LAUNCH EVENT INVITE

SPAULDING CLINICAL

hbg health case study

