

SYNC

A new methodology to help shape the conversation between patients and their healthcare providers

Despite all the marketing, communication, and education in the world, the decision of what drug to prescribe happens in the doctor's office, in a conversation between an HCP and their patient.

HOW DO YOU DRIVE MORE EFFECTIVE CONVERSATIONS IN THE ROOM WHERE IT HAPPENS?

Our **SYNC** methodology is designed to ensure the all-important doctor-patient conversation **does more work for your therapy.**



WHY IT MATTERS

SYNC helps you...

- + **Better understand** the moments that matter in the patient-HCP conversation and specifically, the words that will drive prescribing decisions
- + **Diagnose and solve** for potential disconnects in this critical conversation
- + **Provide greater clarity** and intent to prescribe, by uncovering and bridging the communication gaps

So that...

- + **HCPs can understand** patients' needs quicker and more effectively
- + **Patients can have more effective discussions** about their treatment
- + **You can uncover what messaging truly resonates** with both patients and HCPs, resulting in greater uptake

HCP and patient marketing often happens in silos, despite the fact that the most important prescribing conversation is the one they have with each other. **SYNC** helps you ensure that both audiences are receiving the right information—in the right language—to generate the most positive possible outcomes.



SYNC is the only strategic tool of its kind. It helps you drive more effective communication between patients and HCPs, at **precisely the moment when prescriptions get written.**

WHO WE ARE

You can have everything else right—a great strategy, the right idea, a strong brand, and an innovative product—

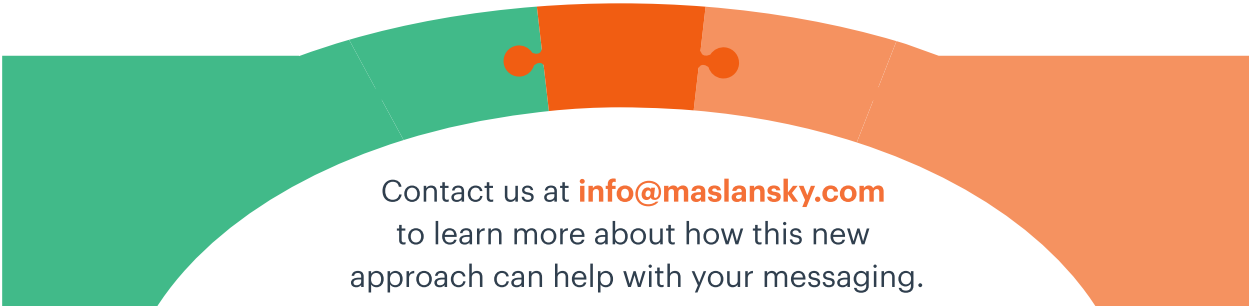
**BUT IF YOUR LANGUAGE FAILS TO CONNECT
IT WON'T MATTER**

WE MAKE IT MATTER

Our research-based approach combines expertise in linguistics, behavioral science, and strategy to understand your audiences, including the barriers and triggers that will make them listen, care, and act.

We invented LANGUAGE STRATEGY®

We're a Language Strategy firm founded on the idea that it's **not what you say that matters, it's what people hear.** We're masters at finding exactly the right words to maximize the effectiveness of your language.



Contact us at info@maslansky.com
to learn more about how this new
approach can help with your messaging.