About us
Creative Content Group

We produce content that moves people. Our content animates people to click, like, share and buy. We develop content to entertain, report, tell a friend, revisit, retell, build customer loyalty and attract new staff. We do this digitally, analogue, nationally and internationally. This is how companies and brands become relevant partners in and elements of communication.

For more than 30 years, we have been driven by the ambition to bring our clients to public attention.

Today, this passion is shared by around 400 employees at eight locations working in the core disciplines public relations, film and digital marketing.

Our team of authors, editors, copywriters, format developers, film-makers, designers, presenters, producers, programmers, strategists and advisors shows a keen digital mind-set, pronounced technical know-how and solid relations. We love good stories and believe in relevant content – that is what makes us the leading agency group in all content-related disciplines.
The healthcare sector represents one of fischerAppelt’s key areas of focus. We have a proven track record of nearly 20 years of experience in successfully tackling the challenges of the healthcare industry and fulfilling the needs of stakeholders.

We produce content that impresses with high scientific accuracy, that moves people, and that reaches all relevant players – patients, experts and stakeholders – through multichannel solutions.

In short: We create content that matters.
HC-Services

Medical  Patient Relations  Corporate  Market Access  Digital
### Medical

**Focusing on added value**
- PR campaigns for expert groups
- medical writing
- KOL management
- establishing advisory boards
- medical practitioner marketing
- medical education

### Patient Relations

**Content for every kind of lifestyle**
- developing creative and targeted DtC campaigns for OtC and Rx products
- building alliances
- patient journeys
- designing patient programs

### Corporate

**Profiling and building relationships**
- interdisciplinary care concepts
- global and local branding
- public affairs
- internal communication
- image and change communication
- issues management

### Market Access

**Developing communications for market launches**
- strategy consulting
- workshops / lifecycle management
- stakeholder PR
- media training
- public affairs support

### Digital

**New touchpoints with the target group**
- online PR and digital campaigning
- developing content platforms and websites
- e-health solutions
- social media support
- community management
GHPR-Facts
fischerAppelt is part of the largest independent health and science communications agency partnership worldwide, GLOBALHealth-PR™ – your Health Communications Connection to the World. Our work is rooted in deep understanding of local markets, where we are connected to our clients, our industry and to our regions.

13+ years of experience together

38 countries

LARGEST independent health and science agency partnership

600+ health-specialist communications professionals

2/3 OF TOP 50 pharmaceutical companies choose GLOBALHealthPR

>75% of our leadership left traditional agency life, saw a better way

Access to 100+ PhDs, researchers and medical advisors

Currently serve 200+ health, life-science and consumer-science organizations
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