

WE FIND WHAT IS HOLDING DIAGNOSTICS BACK. THEN WE MAKE IT MOVE.

We uncover what is stopping laboratory teams, clinicians, procurement stakeholders and health systems from adopting new diagnostic solutions, then design and activate what will move them.



01 DECODE

Understand what is really happening

We identify how diagnostic pathways actually operate: where workflows create friction, where evidence and operational reality diverge, where procurement hesitates, and the key moments where adoption stalls. We decode the drivers of specification, selection, implementation and use.

- Laboratory, clinician and stakeholder research
- Workflow and service pathway mapping
- Behavioural, operational and procurement barriers
- Segmentation, profiling and stakeholder archotyping
- Evidence synthesis, data analysis and market intelligence



02 DESIGN

Identify what needs to change

We analyse the clinical, behavioural, operational and economic forces in play, define the priority settings and stakeholders, and identify the right interventions, messages and support needed to build confidence and enable adoption.

- Adoption and launch strategy
- Value proposition and evidence narrative
- Behaviour change and experience strategy
- Customer engagement and omnichannel planning
- Market archotyping and programme blueprinting



03 DEPLOY

Execute with precision and power

We create compelling engagement and deploy across channels, functions and markets with the targeting, orchestration and measurement needed to support implementation, stakeholder alignment and sustained uptake.

- Scientific and value communications
- HCP, laboratory and stakeholder education
- Testing pathway awareness and advocacy
- Campaigns, tools, playbooks and implementation
- Omnichannel activation and digital engagement

WHAT THIS HELPS YOU ANSWER

- 1 Which stakeholders and behaviours will determine adoption success?
- 2 Where is uptake most likely to stall, and why?
- 3 What will move customers from awareness to action?
- 4 How will we know whether behaviour is changing?

JOINED-UP THINKING
FOR A HEALTHIER TOMORROW

FROM WORKFLOW FRICTION TO DIAGNOSTIC MOMENTUM

Identify the frictions. Decode the forces. Design the intervention. Demonstrate sustained impact.

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RESEARCH
ANALYSIS
COMMUNICATIONS