



Healthtech Communications 101

HELLO!



Belle Taylor

A flame-chemist turned communicator, Belle loves to promote exciting ideas through the power of well-crafted words and engaging content. She has worked with a wide range of fast-moving companies at the forefront of health and biotech, combining her scientific background and deep sector expertise, with a flair for the creative and a laser-sharp eye for detail. At SomX, she leads on client services and strategic marketing, working closely with account teams to deliver impactful strategy, content, PR and design.



Adama Barrie

An English Language & Linguistics graduate, Adama brings experience in B2B marketing, copywriting, design & social media strategy. Adama supports our account management teams with content creation & PR delivery.



COMMUNICATIONS IS A CORNERSTONE OF YOUR COMPANY



STRATEGY

Business Goals

1. What do you want to achieve as a business?

- Now
- In the next 6 months
- Further in the future

2. To achieve the above, which audiences do you need to reach?

3. What do you want these audiences to do?



HOW TO TALK ABOUT YOUR COMPANY

STRATEGY

Defining your blueprint: **your company**

Vision: What does the world look like if you achieve what you set out to do?

Mission: How are you going to make the vision a reality?

Company: What does your organisation stand for? What does your company do?

Product: Practically, what is/are your product(s)?



STRATEGY

Defining your blueprint: core messaging

Key messages: 3-5 key statements that encapsulate what you stand for and why.

These could focus on:

- Expertise
- Credibility
- The problem / who / what / where / when / scale
- Solution to the problem
- The approach you take



STRATEGY

Defining your blueprint: **audience**

Exercise (5 minutes): Who are your key stakeholders? Note down all audiences you may want to reach or influence now or in the future.

Pain points: What challenges do these audiences each face?

Value propositions: What value do you provide for each of your key stakeholders?
How do you solve their pain points?

Proof points: The evidence. Prove you can do what you say you can do.





YOUR COMMS TOOLKIT



CONTENT MARKETING

A consistently **engaged audience of 1000** is much more **valuable** than 1 million people who don't care about you...

YOUR TOOLKIT

PEOPLE

- You
- Your team
- Your clients/customers/partners

PERSPECTIVES

- Your solution
- Your knowledge of the market
- Your unique perspective on the challenges facing your customers

CHANNELS

- Your corporate social media
- Your personal social media (and that of your team/employees)
- Your website/blog
- PR, news & media
- Events
- Email updates / newsletters

COLLATERAL

- Your deck
- Your website
- Event materials
- Your content
- Your brand

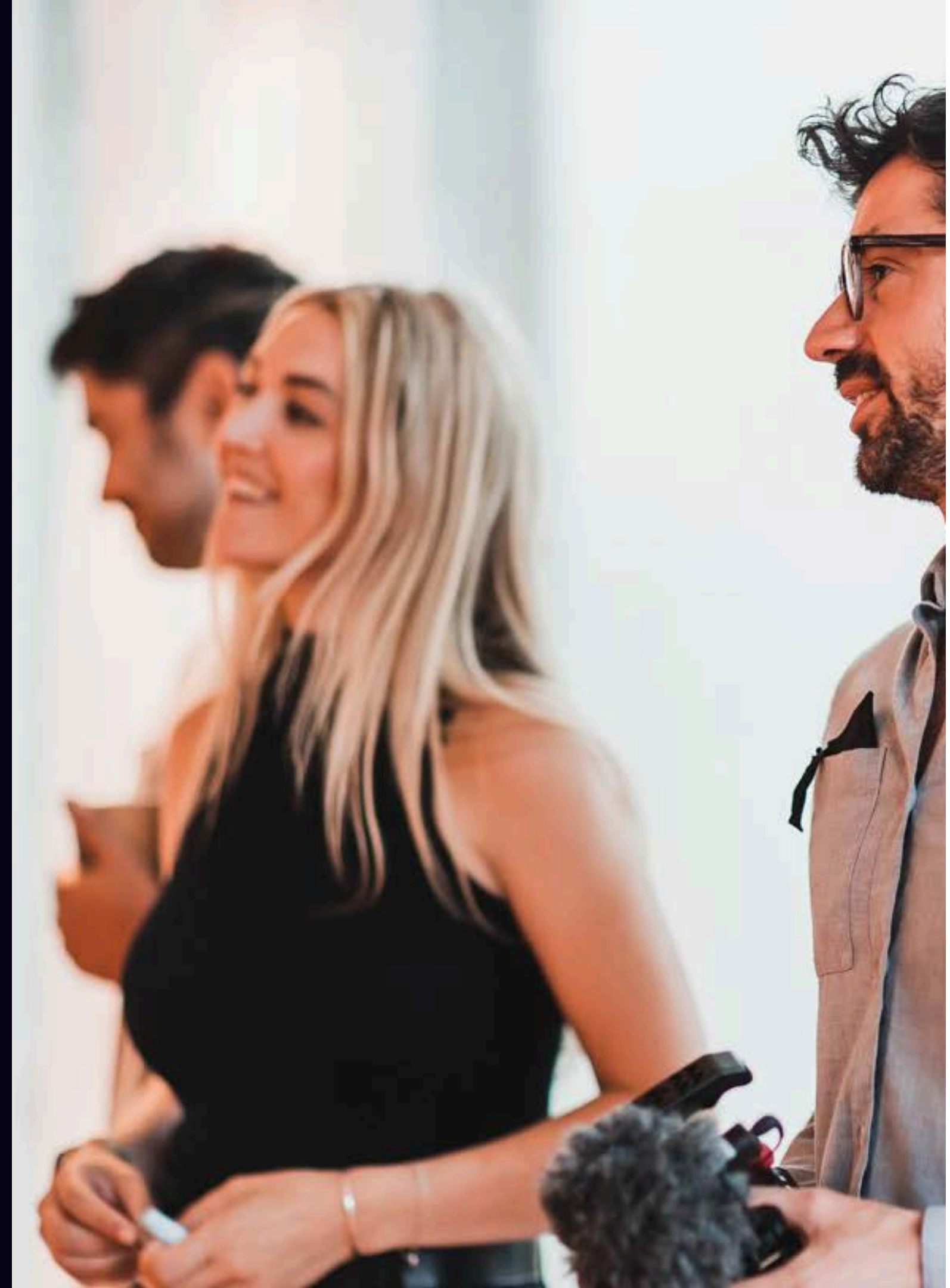
STRATEGY

People

Your team can be a defining factor in showcasing your in-house expertise and credibility. **Don't let them sit on the sidelines.**

Consider the following:

- Who has an interest in building their profile across social media and PR?
- What experience and knowledge does each member of the team bring to the company (credibility)?
- What topics can each individual confidently discuss across PR, content, event and podcast appearances?
- Can you leverage any partners or customers as impactful case studies or spokespeople



STRATEGY

Perspectives

You're not just selling your product to investors, you're providing value to all of your audiences.

Consider the following:

- What are the key challenge facing your customers? What is your unique perspective on these?
- Demonstrate your vision, with a clear focus on how you will achieve it.
- Showcase your knowledge of the market / your industry at large. What is interesting/difficult/positive?
- Share your personal insights and struggles
- Engage with your audience: find out what motivates/frustrates them and start a conversation



STRATEGY

Evidence speaks volumes

Ultimately, people care that you can do what you say you will.

Point to examples that prove this:

- Clinical trial data
- FDA approval or CE mark status
- Active user numbers
- Contracts or commercial agreements

If you're pre-product, ensure you can speak about evidence that shows user-need or appetite for your solution, and how your product fills a gap in the market.



STRATEGY

Channels

There are two main ways of communicating:

- Talk: owned media (content, events)
- Be talked about: earned media (PR)

Content and PR work best, when they work together.

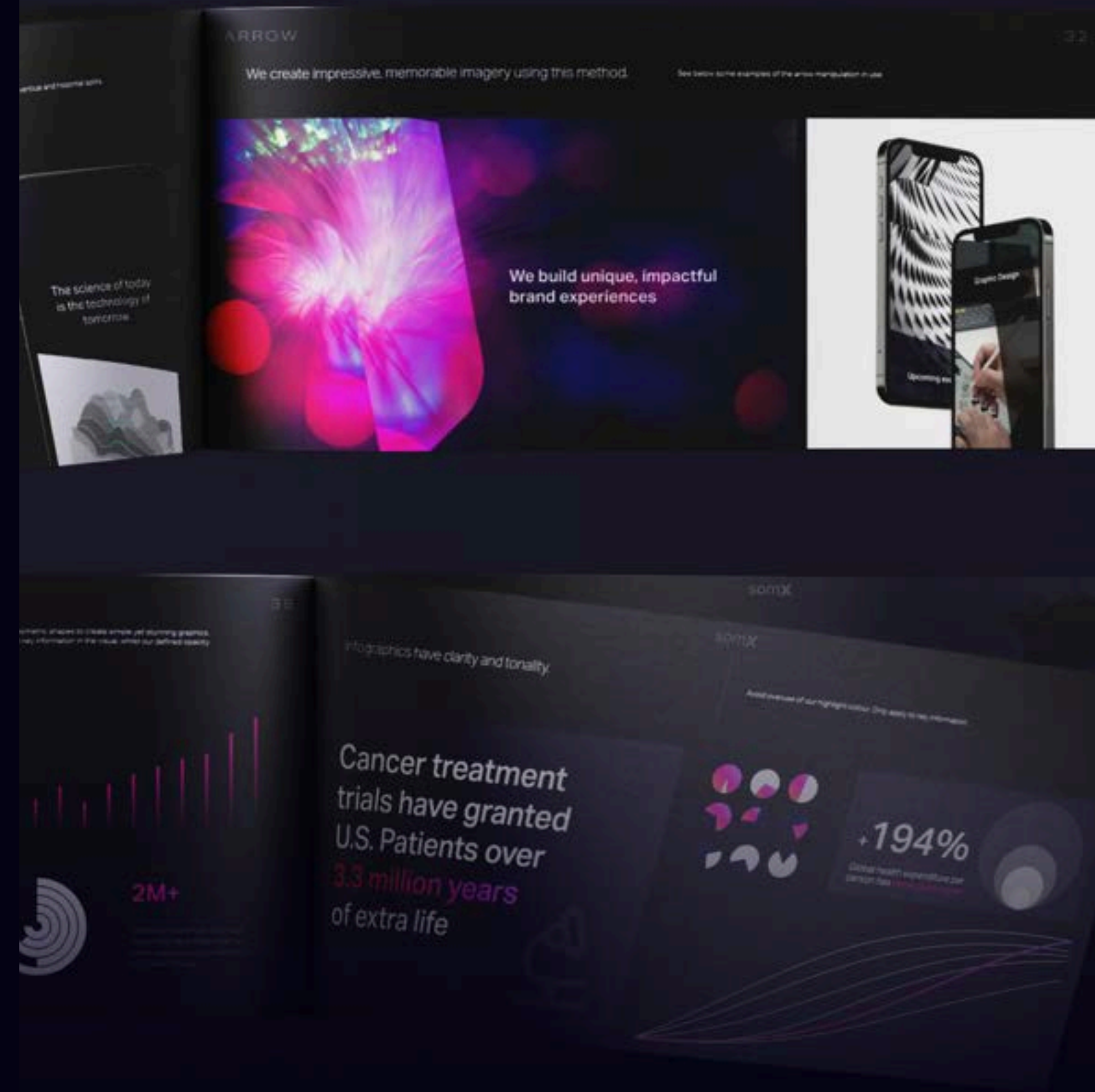
- Content gives you a direct line to engage with your audiences, allowing you to raise your profile organically, build trust and celebrate success.
- PR allows you to build credibility with third party media, and increase brand awareness.
- Together, they are supercharged: share value-add PR via your owned content channels, and leverage your profile and engaged audiences to land PR opportunities.



STRATEGY

Collateral

- Your core messaging (mission, vision, product, key messages, audience map, proof points)
- Your deck
- Your website
- Your content
- Your brand identity & guidelines
- Your boilerplate & founder bios
- Product & Team photos
- Optimised social media profiles (corporate, CEO & founders, exec team)





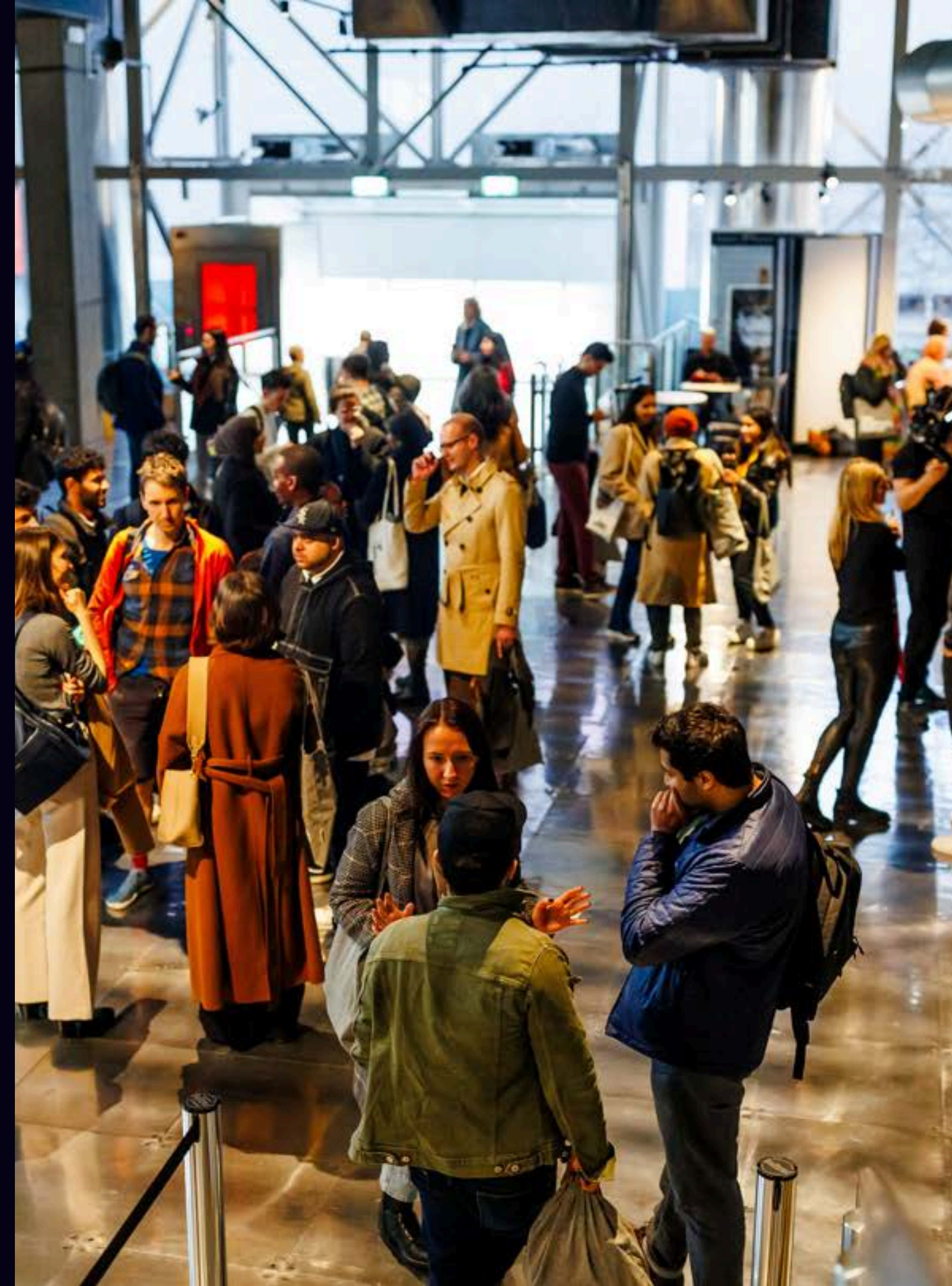
CONTENT TELLS YOUR STORY

CONTENT MARKETING

Content: **Get talking**

Content is a means to connect, to build a community, trust and credibility.

- Centre all communication on adding value, rather than creating noise.
- *Don't* always sell your product or service. *Do* be the voice people come to within your niches (or niches) whatever that may be.
- A great comms strategy provides reasons for people to engage with your before you try to promote/sell to them.



CONTENT MARKETING

CONTENT THAT PROFILES YOUR TEAM & FOUNDER

- Meet the team posts
- To-camera commentary
- Interviews/Q&A content

INSIGHTFUL THOUGHT LEADERSHIP & COMMENTARY

- Commentary on industry news
- Opinions on policies/challenges affecting your audiences
- Blogs & thought leadership

NEW DATA, FINDINGS OR EVIDENCE

- Proprietary survey results
- Clinical data
- Analysis of new research
- Whitepapers

EVIDENCE OF TRACTION

- Partnership announcements
- Customer endorsements
- Data from trials, pilots or partnerships
- Patient case studies

INTRODUCTION



SomX was founded in 2020 by Dr James Somauroo and Jessica Smith who combined their expertise in healthcare, technology, communications and startups to launch an agency that **truly understands the healthtech sector.**

WHY SOMX?

We understand

Whether it's NHS or private sector organisations, insurers, employers, patients, clinicians, academics, startups, investors or consumers that you want to reach, we understand the entire space. We know how your audiences think.

We care

You shouldn't have to teach your agency about your niche and you shouldn't have to watch them underdeliver. There were no agencies that truly understood healthcare, technology, investment and startups, nor any with a model that worked for both the health sector and personal branding. So we created one.

We know our craft

To carefully design and execute a personalised, effective communications plan for each company we work with that shows your value in exciting, engaging and innovative ways. We know what companies need for their businesses to grow and we aren't afraid to be bold in our delivery.

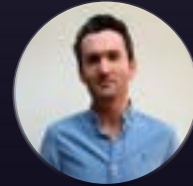


Our Team



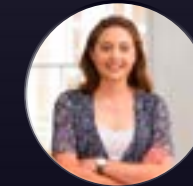
Belle Taylor
Biotech & Life Sciences Lead, Account Director

A flame-chemist turned communicator, Belle loves to promote exciting ideas through the power of well-crafted words and engaging content. She brings experience working across healthtech, artificial intelligence and academia.



Huw Penson
Account Director

With a background in strategic comms for health organisations in both the public and private sectors, Huw develops high-level strategy, brand and messaging & is hands-on with press/PR & content



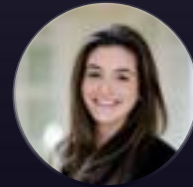
Jess Farmery
PR Lead, Account Director

After graduating from Cambridge University with a degree in Human, Social and Political Science, Jess built one of the best track records in the UK for healthtech-specific client coverage.



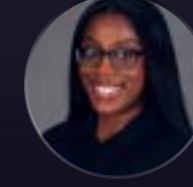
Fred Kirby
Creative Director

Great ideas are owed great design. Fred shapes your brand aesthetic to your company message and delivers all the visual assets you need to best convey your message.



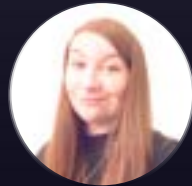
Hollie Ruda
Account Manager

Coming to SomX after an MRes in healthtech from King's College London, Hollie manages client accounts and executes content strategies.



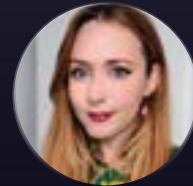
Adama Barrie
Senior Account Executive

An English Language & Linguistics graduate, Adama brings experience in B2B marketing, copywriting, design & social media strategy. Adama supports our account management teams with content creation & PR delivery.



Issie Quinn
Graphic Designer

A graphic designer by training, Issie works on all our clients' visuals, from static graphics to audiograms and videos. If you see it on social media, Issie's designed it.



Daisy Makin
Account Executive

After studying Medical Biology and Microbiology, Daisy started her journey in healthcare communications as a Medical Writer. She brings with her a thirst for new challenges and exploring the Marketing and PR world.

And that's just our **client service** team. We also work with a number of writers, videographers, photographers, animators, editors and more. All with a background in healthcare.

OUR DEPARTMENTS

SomX manages four dedicated teams to deliver a full communications service for healthtech & biotech companies

STRATEGY

We listen to your story, distill your messages and derive your value propositions. We construct and execute on a full communications strategy against your business goals.

PUBLIC RELATIONS

Through press releases, features and thought leadership, we secure reputation-enhancing coverage that will catch the eye of your audience. We know how to craft a headline-worthy narrative, and we understand how to navigate the media maze.

CONTENT MARKETING

We believe in high quality, plentiful content based on your objectives, messaging and audiences. Copy and creative synergise in a multi-channel approach to build connection with your audiences.

DESIGN

Our design team bring your vision to life. We create a brand identity that matches your company strategy and personality. We produce engaging visuals that set you apart.

Each function has products that can be purchased as individual projects or retainers.

Our clients

We work with a large range of clients across startups and enterprise - we understand that as organisations grow and change, so do their requirements.

SOME OF OUR CLIENTS



OUR BRANDS

With our in-house production team, we meticulously craft compelling content and host coveted events for our community of entrepreneurs, technologists, healthcare professionals, pharmaceutical groups and investors. Our brands provide distribution and influence for our clients.



- Most popular healthtech events in the UK
- Sponsored by Google Cloud
- Hosted at Google offices around London
- Fireside chats with Google and SomX guests
- Over 200 guests per bi-monthly event



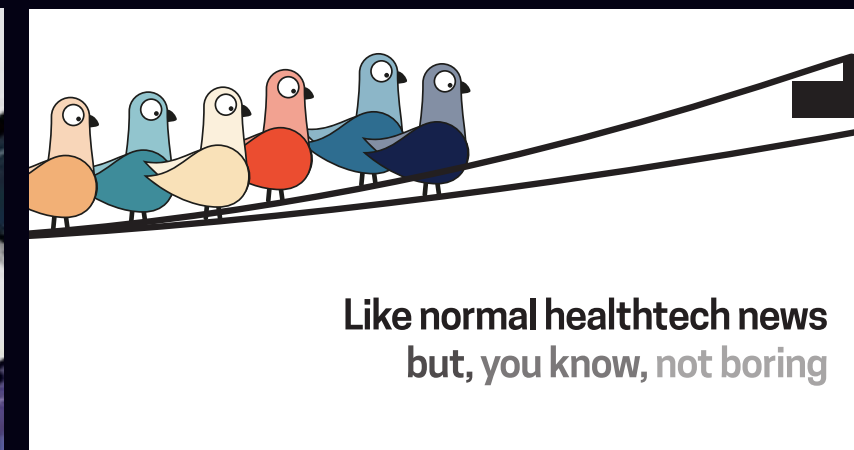
- Most popular healthtech podcast in the UK
- The longest running healthtech podcast globally
- Over 12k downloads per month
- Listeners in over 120 countries



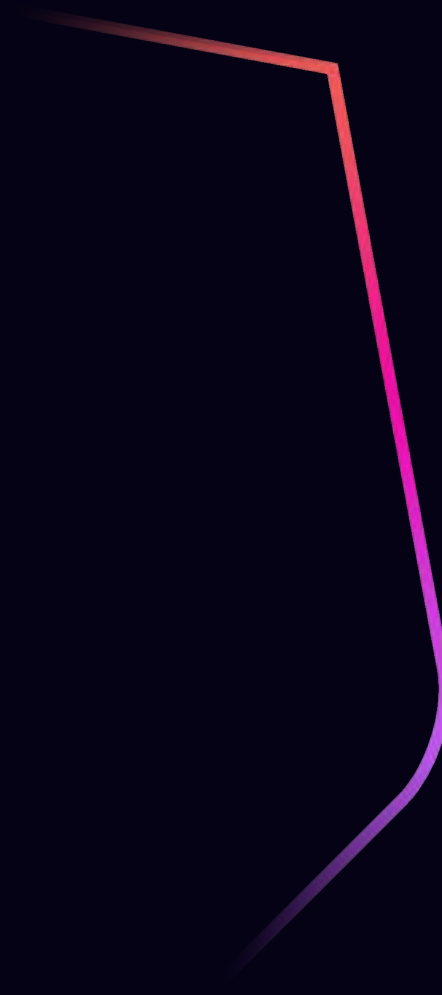
- Most popular healthtech newsletter in the UK
- Over 5,500 subscribers to date
- 10% MoM growth
- Podcast launched in Q3 2022 - a weekly healthtech news show



- Brand new biotech news brand
- Newsletter launched June '24
- Podcast launching 2025 - panel show with biotech founders, investors and journalists



RESOURCES



Regulation is often the fall guy for dull and boring communications - our PR Lead [Jessica Farmery](#) explained to [Vuelio](#) why that's no excuse.

While an absolute necessity, regulation frequently (and unfairly, we think) gets blamed for stifling innovation, scale and yes, creativity too.

Here is her advice for staying on your creative toes for healthcare, life sciences, biotech, healthtech and even wellness marketing and communications activities 📌

If you take away one thing from Jess' advice - stay hyper-focused on your audience.

And if you need help getting creative, get in touch with the [SomX](#) team!

[#healthtech](#) [#biotech](#) [#healthcarecommunications](#) [#SomX](#)
[#healthcarecomms](#)



Staying creative in regulated industries: How healthcare and biotechnology topics don't have to hinder great ideas

vuelio.com • 5 min read

Post format examples

Commentary

- [snappy line or question]
- [line to expand on opener]
- [detail]
- [more detail/quote/message]
- [call to action/link]

- [hashtags]
- [image/link]

One week ago we wrapped [The Healthtech Podcast](#) LIVE at the [British Film Institute \(BFI\)](#) with [Hertility](#) CEO [Dr Helen O'Neill](#) and, NHS Surgeon and influencer [Dr Karan Rajan](#) 🚀

Celebrating International Women's Day a week early, [Dr. James Somauroo](#) spoke to Helen about her journey as a scientist and founder, and her unapologetic mission, alongside her sister [Deirdre O'Neill](#) and the Hertility team, to make the world a better place for XX chromosomes (IYKYK).

Getting straight to the point, Karan shared no-holds-barred advice for anyone wanting to make an impact online and clinicians looking to explore content creation. Simply put: Be stubborn and hard to kill. Consistency wins every time.

A huge huge thank you to our phenomenal guests, everyone who ventured out in the torrential rain to be a special part of our very first [The Healthtech Podcast](#) LIVE and to our sponsors [Google Cloud](#).

We can't wait to see you next time!

Keep your eyes peeled for the episode... it's a good one... 🤖

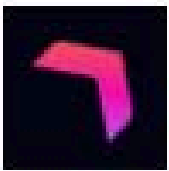
[#healthtech](#) [#womenshealth](#) [#digitalhealth](#) [#IWD](#) [#IWD24](#)



Post format examples

Event post

- [where you are/were]
- [what it is]
- [what you're looking forward to/your key takeaways]
- [hashtags]
- [images/video]



SomX

4,812 followers

2d • 🌐

Still trying to explain to your parents what you do for work? Us too 🤔

The [SomX](#) team gave it their best shot...

And Nuno did what he does best. Caused disruption and made himself the centre of attention 🐶🐶🐶

Here's a snapshot of life at SomX and what we got up to on our last shoot day 📌

[#healthtech](#) [#digitalhealth](#) [#biotech](#) [#healthcarecommunications](#)
[#lifesciences](#) [Huw](#) [Adama](#) [Hollie](#) [Jessica](#) [Jessica](#) [James](#)



Post format examples

Fun content

- [quote/one liner]
 - use the asset to communicate
 - show some personality!
-
- [hashtags]
 - [image/video]