

# WE UNDERSTAND YOUR CUSTOMERS. DO THEY UNDERSTAND YOU?

Medilink's PR team deliver bespoke communication solutions to strategically support your organisation's growth regionally, nationally and internationally through traditional, digital and social media channels.

## WHY CHOOSE US?

- We are healthcare specific
- We have long term direct relationships with key industry journalists
- We use clear, concise, jargon-free communications
- We are an integral part of the Medilink network
- We understand your customers

## Who are we?

We are trained journalists who understand the news agenda and how to shape it.

## What do we do?

With a track record of transforming client reputations, we work across your organisation to support all of your communication needs. From writing press releases, feature articles and literature, to creating e-bulletins and managing your social media platforms, we get your key messages to your key audiences.

## How do we do it?

Using traditional, digital and social media we have the contacts to raise your profile across the healthcare sector, working with key journalists to get your news published.

TO FIND OUT MORE AND DISCUSS YOUR REQUIREMENTS

CONTACT OUR PR & COMMUNICATIONS TEAM:

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pr@medilink.co.uk

Transforming Healthcare.



**CASE STUDY:**

**Agenda 1 Analytical Services**



“Medilink are not only helping raise the profile of Agenda1 but have also enabled us to represent our business as a voice of authority on how the business of science should be delivered.”

Ian Siragher, Managing Director,  
Agenda 1

Agenda 1 employ analytical techniques to support organisations with complex manufacturing processes. Working closely with their management team, Medilink PR have developed and delivered a bespoke communications project for them.

**THE CHALLENGE**

Our goal was to raise the company's profile primarily across a 100 mile radius of the company, and also within the United Kingdom.

**THE SOLUTION**

Working with traditional, digital and social media, Medilink PR used a number of communication elements to achieve this, including distribution of press releases, social media management and encouraging interaction with other leading industry contacts and stakeholders

Medilink PR are also utilising search engine optimisation techniques on the Agenda 1 blog, allowing us to use it as a conduit for traffic to the company's main website.