

2018 Lions Health: All the Highlights from Cannes

At this year's Cannes Lions Health, there was better-than-ever work that used powerful new ways to support practices and patients. Bringing insights to AdWeek, we identified themes and big ideas from Cannes [shaping the future of healthcare marketing](#) and four campaigns where healthcare [cracked a smile](#). Read on to find our collection of favorite short-listed creative, groundbreaking campaigns and highlights from individual talks.

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Orphan Medicines: Averting Price Debacles and Winning Payer Support

As healthcare systems prepare for the coming wave of rare disease treatments often carrying high list prices, and industry braces for restrictive practices passing more costs along to patients, drug developers can help speed orphan medicines to those who need them most by better communicating value to payers and other stakeholders.

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[Chamberlain Healthcare PR](#), a Syneos Health™ company, talked to top-tier media and trade journalists about how to break through the clutter at ASCO 2019. Their advice? It all starts now.

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Patient Voices in Clinical Trials

In their commitment to making the science of drug development more patient-centered, the FDA issued Collecting Comprehensive and Representative Input, the first of four patient-focused drug development guidance documents, ensuring patient experience data provides meaningful value in product development and regulatory decision-making.

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Hot-bots: Trending Health Chatbots

As companies merge healthcare into the ever-evolving landscape of artificial intelligence, we highlight our three favorite new chatbots that bring needed solutions to patients, caregivers and healthcare providers.

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These emails are designed to give you the latest thinking on the changing consumer expectations of marketing and health experiences, how leading brands are keeping up, and the important political and regulatory shifts that impact the context and content of healthcare communications.

Brought to you by the experts at [Syneos Health Communications agencies](#).