



GLOBALHealthPR® Welcomes Connexia, Italy's Leading Data-Driven Communications and Marketing Agency

Addition of Connexia bolsters industry-leading presence in Europe

GLOBALHealthPR (GHPR), the world's largest partnership of independent health and science communications agencies, today announced the addition of Milan-based Connexia as its newest member. The partnership with Connexia reinforces GHPR's strategic presence across Europe, helping to address demand for deep insights and seamless execution across a critical region in the health and life sciences sector.

Founded in 1997 by Paolo D'Ammassa, Connexia is Italy's top independent and fully integrated data-driven marketing and communications agency with a strong focus on the healthcare sector. Connexia aims to enhance the way companies connect and engage with customers by incorporating a wealth of branding, innovation and technology expertise and, has become the go-to strategic partner for brands across the globe.

"GLOBALHealthPR is incredibly excited to partner with Connexia, a like-minded agency with a legacy of success and innovation in Italy," said Tim Goddard, President of GLOBALHealthPR. "Paolo and his team have built a forward-looking, strategy-first structure backed by a fully integrated service offering that is perfectly positioned to respond to the ever-changing needs in the communications and healthcare landscapes."

Specializing in public relations, branding, digital and social media marketing, web and mobile app development, as well as content marketing and management, Connexia is comprised of 130 highly skilled, insightful professionals who can look at the market and its demands, devise positively disruptive solutions, and rethink how they convey and advertise brands.



CONNEXIA

Creativity in Love with Data and Technology

“The past decade has seen a tremendous amount of evolution in the healthcare and communications industries, not only in Italy, but also across Europe and the world,” said Paolo D’Ammassa, Chief Executive Officer of Connexia. “Our team has been at the forefront of this innovation, by strategizing and leveraging digital tools to build integrated solutions for our clients that inform, compel, educate and impact key stakeholders. We are thrilled to join this dynamic partnership, which will perfectly combine our local soul with the GLOBALHealthPR network’s international power.”

Italy’s diverse geographic, socio-economic and healthcare landscapes are reflected in its 21 distinct regions. Consequently, the country sees a high degree of local variability in terms of medical care, spending, reimbursement decisions and patient access to innovative therapies. In 2018, Italy overtook Germany as the leading pharmaceutical manufacturer in the European Union, aided by a strong increase in exports as a result of investment, public-private partnerships, expansion of clinical-trials infrastructure and technological advances.

Connexia’s expertise and presence in Italy complements GLOBALHealthPR’s already-strong roster of leading health-focused partner agencies in Europe, led by European Hub partner, Aurora Healthcare Communications. Aurora and ten other exclusive European partner agencies work collaboratively to satisfy both regional and local client needs, utilizing shared resources and exchanging best practices to deliver first-in-class client service throughout the region.

“As a ‘Big-5’ European country with unique healthcare nuances and challenges, Italy is consistently top-of-mind for our global and European regional clients,” said Neil Crump, Chief Innovation Officer and Co-Founder of Aurora. “The addition of Connexia, an agency that is cut from the same cloth as GLOBALHealthPR’s other partner agencies, further strengthens our industry-leading healthcare communications offering in the region.”

Connexia Società Benefit S.r.l.

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Società sottoposta a direzione e coordinamento di Alchimia S.p.A.



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About GLOBALHealthPR®

GLOBALHealthPR is a partnership of independently owned and operated health and science communications agencies that choose to work together based on common values. With more than 700 health-specialist communications professionals, researchers and medical advisors on staff serving more than 200 organizations globally, the agencies that make up the partnership share a belief in insights-driven strategies and a commitment to collaboration in order to provide clients the best possible counsel and execution. GLOBALHealthPR's presence spans more than 60 countries, covering Europe, North America, Latin America, the Middle East, Africa and Asia-Pacific. For more information, visit www.globalhealthpr.com or follow us on [Twitter](#) and [LinkedIn](#).

Connexia

Connexia is creativity.

It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

And not just that. Connexia is most of all passion, ethical commitment, transparency, corporate social responsibility.

It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. www.connexia.com

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