



INTRODUCING SCIRIS. IMC GROUP REVEALS NEW BRAND IDENTITY

London, 2 December 2022

Global healthcare communications company imc Group has rebranded to **SCIRIS**, a key milestone in its growth strategy.

SCIRIS brings together people inspired to deliver exceptional communications and consultancy services. Employing over 300 people in the UK and North America, it connects best-in-class capabilities to achieve success across therapeutic categories and all phases of brand development, offering bespoke programmes in healthcare communications, creative and brand strategy, medical compliance, and insights.

SCIRIS Chairperson, Viv Adshead, said: “Our distinctive ethos enables each of our agencies to preserve their individual culture and identity at the same time as contributing to the development of a high-performing group, culminating in a unique balance of independent thinking and impactful collaboration. Our new group brand name has its roots in our shared passion for science and reflects our collective culture. Together, we are united by our ability to achieve intelligent solutions, inspired by science”.

Since being backed by Waterland Private Equity in May 2020, the group has experienced radical expansion, acquiring several best-in-class agencies on both sides of the Atlantic. Its partner agencies, integrated medhealth communication, integrated medhealth communication NA, Porterhouse Medical Group, Pulsar Health, Indigo Medical, Wedgewood Communications and Fusion Medical Animation bolstered its presence, expertise and offering. As a result, the group’s global headcount has expanded from 85 to 300, and its geographical footprint now includes London, Reading, Nottingham, Milton Keynes, Cambridge, Cheshire, New Jersey and Toronto.

Most recently, SCIRIS has opened a new office in London’s Bankside, which acts as the group headquarters and as a SCIRIS hub, in order to support continued group collaboration and development.

Adshead commented further: “SCIRIS has achieved remarkable growth in both its scale and services whilst working hard on building an organisation that supports success. We are already realising the benefits of this to deliver real value to our client partners and, as the world around us continues to transform, we are perfectly poised to take this to the next level”.

-ENDS-



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About SCIRIS

SCIRIS [*pronounced 'sī-riss*] is a global healthcare communications group that currently includes: integrated medhealth communication, integrated medhealth communication NA, Pulsar Health, Porterhouse Medical Group, Indigo Medical, Wedgewood Communications and Fusion Medical Animation. Employing over 300 people in the UK and North America across seven offices, with headquarters in London, UK, SCIRIS connects best-in-class capabilities to achieve success across therapeutic categories and all phases of brand development, offering bespoke programmes in healthcare communications, creative and brand strategy, medical compliance, and insights. Its client list includes many leading pharmaceutical, biopharma and diagnostic companies.

More Information: www.sciris.com

About Waterland Private Equity

Waterland is an independent private equity firm founded in the Netherlands in 1999. Over the last 20 years, Waterland has made investments in over 600 companies across over 100 markets. Waterland manages €8 billion in funds and has teams based in the UK, Ireland, France, the Netherlands, Belgium, Germany, Poland, Switzerland and Denmark, and operates across Europe.

More information: www.waterlandpe.co.uk

About integrated medhealth communication

imc is a vibrant global healthcare communications agency with a geographical footprint in Europe and North America. By coupling our excellent scientific expertise with intelligent creativity, we deliver meaningful solutions through an agile approach, unique to the particular needs of each client.

More information: www.imcmedcom.com

About Porterhouse Medical Group

Porterhouse Medical is a global, strategic, scientific communications group providing powerful, insight-driven, omnichannel communication services to the pharmaceutical industry worldwide. With our unique mix of scientific expertise, creativity, and industry knowledge, we focus on driving positive change for our clients through the successful commercialisation of products and technologies that address unmet health needs and improve people's lives.

More information: www.porterhousemedical.com

About Indigo Medical

Indigo Medical is committed to serving the biopharmaceutical industry across four core service categories: technical accuracy review and reference checking, ABPI- and EFPIA-aligned material review and approval, brand and disease area medical communications, and internal and external meetings and events. Indigo Medical was conceived and developed to be the agency that the industry never had – one that works in true partnership to help clients achieve their strategic goals.

More Information: www.indigomedical.co.uk

About Wedgewood Communications

Grounded in science, inspired by technology, and independent in spirit, Wedgewood is a best-in-class biopharma agency that develops and executes engaging and compelling campaigns for complex brands. We leverage data-driven insights to seamlessly implement targeted commercial and marketing strategies across the brand life cycle, resulting in strategy, creative, and execution that exceed goals, increase productivity, and move market share.

More information: www.wedgecom.com

About Pulsar Health

As a leading omnichannel and multichannel healthcare engagement agency, Pulsar Health works in partnership with our clients to develop strategic, creative campaigns designed to build their brands. We specialise in delivering communication materials and programmes that change or reinforce the behaviours and actions needed to achieve brand objectives. We do this by combining strategic insights and scientific expertise with creativity and digital innovation.

More information: www.pulsarhealthcare.com

About Fusion Medical Animation

Fusion Medical Animation comprises Emmy and BAFTA award-winning animation teams who create stunning, scientifically accurate films for clients in the pharmaceutical, biotech, and healthcare fields. Our scientists, artists, and animators fuse technical brilliance, medical expertise, and creative excellence to produce beautiful and strategic animations that are designed to achieve our clients' marketing and communication goals.

More information: www.fusionanimation.co.uk