

## REALITYRx Communication

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**R**eality: you can run from it, face it or embrace it. At REALITYRx communication, we choose to embrace the realities of healthcare marketing in today's changing environment," according to leaders at this agency.

The agency's management team says for more than 12 years, REALITYRx has been on the pulse of today's changing market dynamics, harnessing rapidly evolving communication channels to capitalize on the emerging opportunities that will help clients better connect with customers, both professional and patient.

"Think of REALITYRx as 'The Creative Spark' in today's market, offering a full range of smart, focused, and compelling marketing and promotional solutions that will form a brand's unique story and more importantly, connect to its customers," agency leaders say. "We achieve this through a unique and flexible ON DEMAND business model that combines healthcare expertise with digital prowess, public relations strategy, and full social media services."

"Our ON DEMAND network is designed to provide the right dose of excellence, allowing every client to dial in to their target audience while considering specialty, therapeutic category, demographic and budget," says Jonathan Male, chief creative officer, principal.

### RECENT ACCOMPLISHMENTS

Since the agency became SAOR for **Bracco** Diagnostics Inc., management says REALITYRx has quickly become an invaluable creative and strategic partner across Bracco's U.S. market, working on everything from corporate communications such as the consumer-facing 2019 RSN congress to internal initiatives like the National Sales Meeting. "REALITYRx works closely with marketing and IT to expand the Bracco digital footprint through the development of highly engaging user experiences that re-



(left to right) Rob McMichael, creative director of copy; Flint Cohen, VP, creative director of art; Jon Male, chief creative officer, principal; Bob Karczewski, director of client services, principal; Diane Snelson, VP, account supervisor; Scott Greisler, senior VP

inforce Bracco's patient-centric mission."

REALITYRx continues to deliver a variety of innovative solutions including Bracco ONE, a proprietary sales platform spanning all sales teams, and a content marketing hub that provides the radiological community with timely news. The content hub also delivers unique customer insights, allowing Bracco to keep on the pulse of the radiology community, according to agency leadership.

In the first quarter of 2020, Bracco and REALITYRx released a new interactive visual aid (IVA) on the Bracco ONE platform to reposition the company's injectors and informatics in a very competitive environment and gain market share. "The SmartInject Solutions IVA is a comprehensive marketing tool that allows the sales team to showcase turnkey, smart radiology innovations that seamlessly integrate with customers' existing architecture," agency executives say.

Additionally for Bracco, REALITYRx expanded on its successful rebranding campaign for ProHance, an MRI contrast media. "To stand apart from the competition, we paired compelling data with relatable physician- and patient-centric imagery and messaging that breathed new life into the concept," management says. "Adding to existing hospital support, we created a patient-friendly animated video to educate, reduce concerns and simplify the accompanying patient medication guide." In the growing field of ultrasound, REALITYRx relaunched Lumason, an ultrasound contrast agent for echocardiography. The agency created a new concept, message platform, a series of digital infographics targeting sonogra-

phers, and a customer-centric IVA.

According to Scott Greisler, senior VP, management supervisor on the Bracco brand, "It's exciting to partner with a company that focuses not just on the product, but on the impact the product has on the patient. Every detail that affects a patient is taken into account, and that meticulous attention to the end result is one of the company's biggest strengths."

The agency continues to build its relationship with longtime client **Integra** LifeSciences on a number of brand launches and relaunches, answering the diverse demands of a world leader in orthopedic, neuro, reconstructive, and general surgery products. Noteworthy among these are IVAs for hydrocephalus solution CERTAS Plus and for the new CerebroFlo EVD catheter – as well as pre- and post-launch microsites for the CereLink ICP monitoring system.

### STRUCTURE AND SERVICES

REALITYRx is a global healthcare agency with offices and partners in the New York metro area, Philadelphia, and Rome, Italy. The agency embraces the best of both worlds with a blend of senior and cutting-edge talent who work hands-on at every level to exceed client expectations, agency leaders say, and this flexible ON DEMAND business model allows REALITYRx to develop relationships with a number of expert consultants and attract new clients while cultivating existing partnerships.

### FUTURE PLANS

Management says the agency looks forward to ex-

panding its ongoing partnership with Bracco Diagnostics as AOR in the United States while engaging globally with its corporate headquarters in Milan. For Integra, the focus is on expanded digital strategies with multichannel communications that go beyond the sales force. Additionally, the ON DEMAND network continues to expand its offerings in the strategy, PR, and multimedia areas.

"From San Diego and New Jersey to Rome, REALITYRx continues to integrate top strategic partners that provide the solutions our clients seek. Our unique business model is scalable, reduces waste and provides flexibility that larger agencies simply cannot match," says Bob Karczewski, director client services, principal.

### PHILANTHROPY/CITIZENSHIP

REALITYRx's ON DEMAND approach extends to its community outreach and philanthropy efforts as well, agency leaders say. Every year, client Integra LifeSciences pro-

### QUICK FACTS

ACCOUNTS	
Account wins	3
Active business clients	19

BRANDS BY 2019 SALES	
Brand-product accounts held	14
\$25 million or less	3
\$25 million-\$50 million	6
\$50 million-\$100 million	4
\$100 million-\$500 million	2
Products not yet approved/launched	2

### SERVICES MIX

Interactive and web	45%
Professional advertising and promotion	40%
DTC/DTP	10%
Public relations	5%

### CLIENT ROSTER

Bracco Diagnostics  
Catalyst Pharmaceuticals  
Integra LifeSciences

vides logistical support to the Children's Brain Tumor Foundation during the foundation's annual event – and every year, REALITYRx proudly joins Integra to help support CBTF, ensuring the event's success.

Closer to home, in 2019 REALITYRx began partnering with neighbor Franklin Food Bank to help feed the demands of a tightly knit but at times food-insecure community. Through a series of eye-catching digital, guerilla, and out-of-home tactics centered around the emotional call to arms #HANGRY, the Franklin Food Bank has mobilized and energized not only its donor base, but the people they serve – declaring that hunger has no place in Franklin Township. [medadnews](#)

