

dentsu Health

A new kind of agency vertical, for a new era of health marketing excellence

Born from the global powerhouse dentsu, dentsu Health is a specialized practice for healthcare and life science across the globe, with over 2,000+ health experts, helping to transform the patient and HCP experience to improve health outcomes.

Health innovation for B2B and B2C

As prevention and education about disease is getting increasingly important, a lot of B2B topics from Rx marketing are also becoming B2C (Patient awareness campaign). The dentsu network is therefore the perfect match, as health related communications can learn from the less regulated world of consumer marketing. Innovation and thought leadership are critical to help transform the health and life science markets to build new, modern and AI integrated solutions to better reach HCPs, consumers and caregivers.



Today, healthcare clients want holistic thinking/acting agencies

Some clients need to transform their business strategy or teams, while others have challenges integrating new channels into creative campaigns, future proofing their tech stack, or updating their CX/CRM integration and application. That's why we have a network with global and local

health experts, specializing in across critical functional areas to ensure spend optimization and greatest business impact. Our purpose-driven collective is built to accelerate health transformation by integrating the full power of dentsu's global network of brands across following services:

- Consulting (dentsu BX)
- Creative (Dentsu Creative)
- Media (dentsuX, Carat, iProspect, MWO)
- Customer Experience (Merkle)
- Production (Tag)

For our client, any brand leverages the broader strength and insight of all our functional capabilities across dentsu. We believe it's not about individual agency capabilities, but it truly is about the power of the collective: One dentsu, One dentsu Health.

The dentsu Health difference

We team without limits and partner with all dentsu brands to achieve meaningful,

holistic strategies for our clients. This integrated model unlocks efficiency, global scale, and access to top-tier health talent, enabling our clients to achieve both business success and better health outcomes. By offering customized hub solutions, we guarantee global consistency with local implementation power to align processes and strengthen client teams with gathered insights and unified reporting dashboards ensuring international benchmark comparison and consistent strategy and optimization.

From Global to EMEA to Local and vice versa

Dentsu Health operates on a global scale while staying locally attuned to cultural and regulatory healthcare nuances, fulfilling the diverse and complex ecosystem with relevant and appropriate expertise. With offices in all major European markets, we meet the broad-ranging needs of clients engaged in Rx, OTC, DTC, Med-Tech and health devices.

Six Voices, one Vision: Shaping the Future of Health Marketing

We asked six leaders working within the dentsu Health network, what they think is important for today's healthcare marketing:



Lara Jelinski – Chief Growth Officer CE & CEO Media CH, dentsu

“With the formation of our Central Europe (CE) cluster and the strengthened collaboration between dentsu Health and the newly established CE growth team, we are reinforcing our commitment to delivering future-ready solutions across all brands and geographies. As part of this evolution, dentsu Health is strategically aligned with our CE and global approach, to ensure integrated health marketing excellence. This alignment reflects our global strategy to deepen our relevance in high-impact verticals such as health, enabling us to scale value for our clients.”



Jens Nef – Client Portfolio Director HLS (Health & Life Sciences), Merkle

“Customer experience is the new ROI, and tomorrow's health journeys will be agentic, contextual, and personal. To deliver these journeys, we help our clients orchestrate end-to-end content supply chains inspired by human-centered design, powered by technology platforms such as Salesforce and Adobe, and rooted in data-driven insights.”



Josiane Mills – Group Account Director, Tag EMEA

“What is your content production process like? It can be the key to delivering strategic and compliant solutions with your HCPs and patients. From leveraging the power of AI to establishing efficiencies from existing and future marketing tech stacks - let's explore options to innovate your creative production process.”



Carlo Francisco – Vice President Business Transformation, dentsu BX

“People expect care that fits their lives – personal, proactive, and relevant. To stay ahead, healthcare must shift from one-size-fits-all to life-stage-centered. Meeting people where they are isn't just smart – it's the future. That means transforming experience, data, tech, and processes. It's complex – but we guide that change every day.”



Chiara Schenk – Industry Lead Health, Dentsu Creative

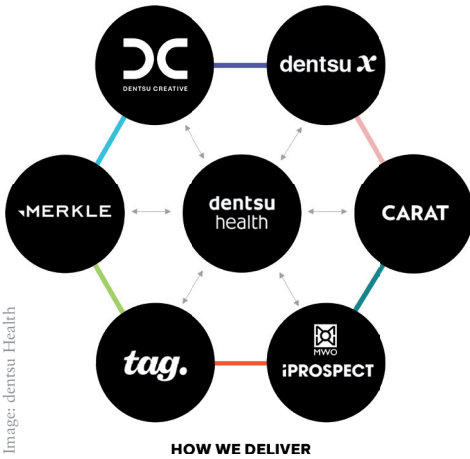
“We believe healthcare creativity must do more than look good – it must be

medically accurate, ethically sound, and strategically effective. That's why every creative idea we develop is rooted in science, aligned with compliance, and designed to build trust, spark engagement, and deliver measurable outcomes – whether we're building a trusted brand for a DiGA, or translating target group insights into meaningful patient experiences.“



Alexandra Trudnowski – Chief Strategy Officer EMEA & Head of DACH, dentsu Health

“As one of the leading agency networks we have reimagined health, and it is a great pleasure to see how our dentsu Health community has grown since its launch in April 2024. In today's highly complex environment, also driven by ROI, AI, and regulatory, our common mission is to help brands transform their target group experience for better patient outcomes. Our vertical model is built to deliver holistic healthcare marketing strategies - for greater efficiency from global to local and vice versa. No matter which brand we belong to, we innovate to impact lives through transformational health experiences.”



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Get in touch with us and let's talk about health: dentsuhealthCE@dentsu.com



Find out more about us, our vision, philosophy, and services on our website: www.dentsuhealth.com