

**Latest News:** Learn more about our new service offering clients one partner for all lifecycle stages:  
[Clearpath Health Communications](#)

## MAKING WAVES IN HEALTHCARE COMMUNICATIONS

While expertly navigating the shifting currents of a heavily-regulated industry, Cooney/Waters believes in pushing the boundaries of creativity to deliver innovative marketing communications approaches that meet – and exceed – our clients' business objectives.



### OUR KNOWLEDGE RUNS DEEP

We've been exclusively focused on healthcare for more than 20 years. Our long-tenured senior team is passionate about scientific innovation, breakthrough medicines and technology, and turning tides of influence to improve patient care.



Watch the video above to see how we are making waves! Cooney/Waters brings leading edge technologies to our healthcare clients, in collaboration with our sister agency QJM Digital Solutions who recently began operations in the US.

### GET IN TOUCH

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ABOUT US

COONEY/WATERS:  
A DEEP DIVE

Today's healthcare marketplace is a highly complex and confusing environment. With uncertainty around healthcare reforms, shallow pipelines, cautious regulators and patent expirations, being able to develop and deliver a unified narrative to multiple audiences across numerous channels is now more critical.

As experts in healthcare marketing communications, Cooney/Waters has been deep in the industry since 1992. We have been exclusively focused on health and science across therapeutic areas and health sectors, providing a full range of public relations and public affairs services to healthcare, pharmaceutical and biotechnology enterprises in nonprofit, government and industrial sectors throughout the world.

- > Overflowing with Expertise
- > Turning Tides of Influence
- > Changing Currents
- > Delivering Across International Waters

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SERVICES

UNPARALLELED  
DEPTH  
OF SERVICE

At Cooney/Waters, we are focused on reaching and engaging relevant consumer and professional audiences at the point where they seek health information and are poised to take action. Our industry-leading marketers are experts at translating complex communications strategy into understandable, compelling and effective campaigns.

Our extensive knowledge of emerging and traditional channels of communications enables us to offer a full range of services that effectively promote brands and achieve real-world, measureable results. We have an impressive track record of building innovative alliances and partnerships in healthcare that let us maximize resources in targeted, strategic ways that ultimately extend your reach.

> [Our Specialties](#)

> [Our Partners](#)

Our Specialties Include:

**Strategic Marketing**

We develop creative solutions to achieve your business needs and drive product uptake

**Advocacy Relations**

We change minds and behaviors through coalition-building, collaborations and sponsorships, awareness activities, and constituency relations

**Digital/Public Engagement**

We create digital programming and content that motivates desire, ongoing action and longer-term engagement

**Scientific/Medical Communications**

We produce monographs/white papers, develop symposia, host roundtables and craft educational tools to communicate about complex medical and scientific issues

**Policy and Issues Management**

We use strategic communications to drive policy change, incorporating an issues management framework within all of our programming

**Corporate Communications**

We excel at brand development, executive visibility programs, creation of thought leadership platforms, and corporate media and social media strategy for public, private and non-profit sectors

**Media Strategy and Outreach**

Our media outreach is smart, strategic and message-driven, meeting today's insatiable appetite for health and medical news

**Hispanic Strategic Communications**

We leverage cultural insights to help drive critical healthcare messages to Latino audiences

We work across the full range of health and medical therapeutic areas. Our expertise includes:

Cardiovascular health Allergy  
 Dermatology/aesthetics Mental health  
 Anesthesia Consumer health & wellness  
 Neurology/CNS Diagnostic/devices  
 Diabetes Antiemetics  
 Ophthalmology Health policy  
 HIV/AIDS Oncology Epilepsy  
 Gastroenterology Osteoporosis  
 Nutrition/supplements  
 Pediatrics Immunology Hematology  
 Pain management Men's health  
 Respiratory Infectious diseases  
 Vaccines Nephrology  
 Managed care Smoking cessation  
 Rheumatology Women's health  
 STDs/sexual health Multiple sclerosis  
 Transplantation Urology

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OUR WORK

VALUED CLIENT  
PARTNER

As award-winning healthcare communications specialists, we are among the highest ranked independent healthcare PR agencies in the U.S. Our strong client focus and commitment to being a trusted advisor has been instrumental in long-lasting partnerships with some of the world's most prestigious companies and institutions:

- > Client List
- > Changing Currents in Digital Engagement
- > Outpouring of Industry Recognition

Client List



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