

## REALITYRx Communication

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

Surviving 2020's lockdown was one of the greatest challenges REALITYRx has ever faced, according to the leadership team. "Our 13 years of adaptive entrepreneurial talents were put to the test as we determined the best strategy for staying competitive," agency executives say. "REALITYRx pivoted by harnessing revolutionary communication channels to meet clients' needs and help them continue to connect with their customers."

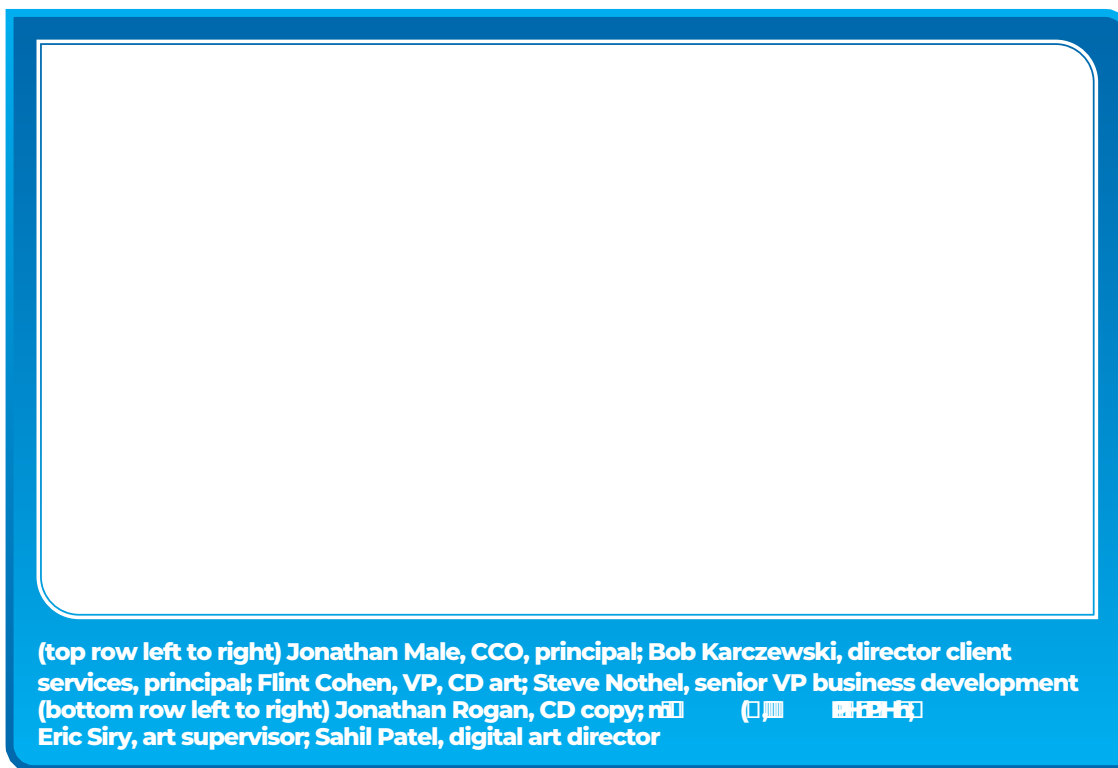
According to management, "COVID-19 shutdowns had a ripple effect across the entire industry. Many of our clients needed to change how their representatives interact and build relationships with targeted audiences. RRx adapted beyond our traditional strategic brand campaign development to serve clients with our portfolio of unique, turnkey digital solutions."

### RECENT ACCOMPLISHMENTS

**W**e believe in growing our current clients' business," management says. As the agency of record for **Bracco Diagnostics Inc.**, REALITYRx continues to be the company's creative and strategic partner across Bracco's U.S. market, providing everything from corporate communications such as its first virtual RSNA congress in 2020, to creating the content for its national sales meeting.

Staying true to its history of innovation, Bracco created an immersive virtual experience in collaboration with REALITYRx, leveraging the agency's innovative technological capabilities and creative vision so that Bracco's engaging virtual presentation reached health professionals worldwide, according to agency leaders.

In 2020, Bracco committed to establishing a greater digital presence. With the agency's help, Bracco launched four major brand websites: smartinject.com, about injectors and informatics; the MR franchise at braccmr.com; **Varibar** at varibar.com;



(top row left to right) Jonathan Male, CCO, principal; Bob Karczewski, director client services, principal; Flint Cohen, VP, CD art; Steve Nothel, senior VP business development (bottom row left to right) Jonathan Rogan, CD copy; rfi (□) (□) (□) (□) (□) (□) Eric Siry, art supervisor; Sahil Patel, digital art director

and the Bracco reimbursement brand portfolio.

Beyond creating websites for Bracco, REALITYRx established a cohesive brand style guideline, SEO analytics, and an integrated CRM program through Salesforce and Pardot. "Our digital and CRM experience proved invaluable as we helped our clients transform their business models from in-person sales to an automated digital hybrid omni-channel model," the leadership team says. "We believe this model is the future, allowing for actionable, data-driven communications equally effective for in-person or virtual detailing, all designed to deliver greater ROI."

Bracco utilizes REALITYRx's unique proprietary repDNA™ sales platform, which agency executives say adapts easily to Zoom and allows sales teams to continue connecting with customers. In early 2020, Bracco and REALITYRx released a new interactive visual aid that allows the sales team to showcase their innovative smartinject solutions in a highly engaging interactive format.

The agency continues to build on its longtime relationship with **Integra LifeSciences** by developing a campaign and launching **Certas Plus Small** for pediatric hydrocephalus patients. Additionally, REALITYRx relaunched the Tissue and Technology Division of Integra with a new campaign that highlights its broad portfolio.

### STRUCTURE AND SERVICES

**A**uthenticity is critical to communicating effectively and making lasting connections," agency executives say. "Utilizing data to find hard truths for clients' brands, then delivering those truths with empathy is the core of our process."

To support this process, RE-

ALITYRx offers clients repDNA, a proprietary eDetailing platform that unifies a company's full spectrum of product offerings and supports all media to address client needs at a one-time price, with no per-user fees; RRx-VC Virtual Congress, a virtual and hybrid congress system that allows for webinar live streams, customer real-time video chat, customizable booth design, useful analytics and robust promotion/follow-up communications; RRx HealthWatch, an informative forum launched in summer 2020 that provides expert perspectives on today's healthcare realities; RRxConnect™, a mix of HIPAA-compliant telehealth and mHealth apps designed to enhance treatment, communication, and compliance; and RRxCRM, a model consisting of a variety of lead-generating virtual platforms, data-capturing websites, and targeted email campaigns via Salesforce and PARDOT that management says offer data-driven results.

"Our ON DEMAND network is designed to provide the right dose of excellence, allowing every client to dial into their target audience while considering specialty, therapeutic category, demographic, and budget," says Chief Creative Officer and Principal Jonathan Male.

Executives say the agency achieve results through a unique, flexible, on demand business model that combines healthcare expertise with digital prowess, public relations strategy, and social media services. REALITYRx operates in all phases of marketing from its network of offices in the New Jersey/Greater New York area, Philadelphia, and Rome, Italy.

Senior VP of Business Development Steve Nothel joined REALITYRx in 2020. Nothel brings 18 years of experience with Ha-

vas Health & You network, where he was a member of the H4B Chelsea leadership team and launched more than 20 brands for U.S. and global clients.

### FUTURE PLANS

**R**EALITYRx plans to expand its partnership with Bracco Diagnostics in the United States while engaging globally with the corporate headquarters in Milan. For Integra, the agency is focusing on expanding the company's digital capabilities with multi-channel communications that go beyond the sales force. Additionally, the agency continues to grow its offerings in strategy, PR, and multimedia.

"REALITYRx continues to expand its global reach by integrating top strategic partners who provide the solutions our clients need," says Director Client Services and Principal Bob Karczewski. "Our unique business mod-

## QUICK FACTS

### ACCOUNTS

Account wins.....2  
Active business clients.....19

### BRANDS BY 2020 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

el is scalable, it reduces waste and provides flexibility that larger agencies simply cannot match."

### PHILANTHROPY/CITIZENSHIP

**E**very year, Integra LifeSciences provides 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, according to management.

REALITYRx began partnering with Franklin Food Bank in 2020. Through a series of eye-catching digital, guerrilla, and out-of-home tactics centered around the emotional call to arms #HANGRY, the Franklin Food Bank mobilized and energized its donor base as well as the people they serve, declaring that hunger has no place in Franklin Township, N.J. [medadnews](#)



The SmartInject Solutions website compressively walks visitors through Bracco Diagnostics' cutting-edge Injector and Informatics portfolio in a fresh and dynamic way. The RSNA 2020 Virtual Experience was a dynamic real-time stand-in for Bracco's physical booth at the largest congress of the year.