



Welcome to the New Era of **Healthcare Professional Engagement**

Digital is Dominant

HCPs are embracing digital especially when it comes to scientific knowledge exchange and learning.

On-Demand Accessibility

Increasing preference for on-demand, flexible learning and interaction among HCPs.

Quality over Quantity

HCP capacity constraints necessitate the need for meaningful, relevant, and digestible content.

Channel Diversity

HCPs are embracing a broader range of channels than ever before.

The Rounds

facilitates Quality HCP Engagement through:



A leading technology platform built for HCPs



Robust verified HCP communities across multiple specialties



Unique and customizable program options



Strategic partnerships with top medical associations

FOR Commercial Brand Teams:

Precise Targeting

Directly reach verified Canadian HCPs on a platform designed for HCPs' learning, sharing and growth, to increase your brand's uptake, and ROI.

Brand Visibility

Amplify your message in an additional channel across dedicated communities with active HCP participation.

Contextual Relevance

Enhance brand perception and deepen engagement by talking to HCPs where they are listening.

Measurable Results

Detailed metrics that demonstrate campaign effectiveness.

FOR Medical Education Teams:

Verified Trustworthy Networks

Our platform of only fully verified Canadian HCPs, fosters authentic and impactful peer-to-peer engagements and quality reach.

Adaptive Education Solutions

Our platform offers customizable programs that align with the dynamic learning needs and time constraints of HCPs, elevating the effectiveness of your educational initiatives.

Turnkey Educational Solutions

We do the work, simplifying the process of creating and distributing content tailored to your customers' needs.

Measurable Results

Detailed metrics that demonstrate campaign effectiveness.

TESTIMONIALS



"The Rounds are pioneering the closed HCP network space in Canada, and they are our first choice partner."

– Healthcare Agency

"The Rounds team was great to work with and very accommodating to our needs. The Rounds is an additional channel in our digital first HCP engagement strategy."

– Canadian Pharmaceutical Manufacturer



Ready to Transform Your HCP Engagement?



Connect with us at growth@therounds.com to **schedule a meeting** with our sales team to explore how The Rounds can elevate your HCP engagement strategies.

