

creativity¹

talent²

best practice³

financial stability⁴

intelligence⁵

reasons why you
should choose an
IPA Healthcare Agency

IPA
Healthcare
Agency Group

IPA
Incorporated
by Royal Charter



The Institute of Practitioners in Advertising is the UK's professional body for practitioners in Marketing and Communications.

Established in 1917, the IPA has over 300 member agencies who collectively employ over 25,000 people.

IPA
Healthcare
Agency Group

The IPA Healthcare Group brings the IPA's wealth of thought leadership, Insight, best practice and CPD to our healthcare members and their clients.



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The IPA Healthcare Group champions the best of healthcare creativity and raises its visibility inside and outside the sector. They abide by 5 Golden Rules that enable Clients to get the most out of creativity.

The five golden rules

1. Make it a business challenge
2. Focus on changing behaviour
3. Ask the right questions
4. Be brave in your decisions
5. Make sure tactics come last





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IPA training and qualifications are the benchmark for professionals in UK advertising. 2018 saw the introduction of the IPA Medicines' Landscape Training, introduced as a foundation for those new to healthcare communications to understand the broad landscape of medicines' promotion.

Furthermore, all IPA healthcare agency staff have to complete at least 25 hours of CPD per person, per year for their agency to remain a member.





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IPA Healthcare agencies embody best practice in our industry, as defined by the wealth of IPA best practice guides.

This includes industry agreed pitch practice principles endorsed by ISBA (which represents British advertisers). We are all bound by the IPA rule book and code of ethics.





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Like all IPA members, IPA Healthcare agencies must meet stringent financial and legal criteria. We must provide independent evidence of revenue in excess of £500,000. We can have no recent history of insolvency, voluntary financial arrangements or directors' disqualifications.






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IPA Healthcare agencies have unlimited use of the IPA Insight team that ensures members remain at the forefront of healthcare communications developments. Each year the IPA Healthcare Group commissions bespoke research. In 2018 we looked at what brands consumers trust and what that means for healthcare brands. In 2017 we debunked myths on millennials' medicine habits. The research is available free to all IPA Healthcare agencies and their clients.

We also have access to the wealth of IPA effectiveness tools and case studies online.



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CDM London
Cuttsy & Cuttsy
Langland
McCann Health
Seven Stones
Syneos Health™
woolley pau gyro
Wordbird

To find out more about IPA
Healthcare agencies visit:
<https://ipa.co.uk/healthcare>