

# Topin & Associates, Inc.

## Company Profile

Topin and Associates is a full-service, independent healthcare communications agency. We're in the business of developing strategic, integrated communications programs that meet our clients' primary goal: business results. Our client roster includes pharmaceuticals, medical devices and healthcare services covering a broad range of therapeutic categories.

Given the ever-expanding universe of available technologies and tactics, integration is the name of the game for us. Digital strategies and tactics need to integrate with all aspects of brand building, from sales force support to scientific programs to advertising. That's why we start with brand strategy, then work with our clients to develop the optimal mix of programs (both traditional and digital) that will deliver maximum impact.

We understand that marketing communications is about much more than brand awareness or ad recall. It's about getting the most from your brand in your market. It's about impact.

## Services and Offerings

Our overall agency capabilities are full service and integrated, from strategic planning to creative development to tactical execution and evaluation. Same goes for our digital offering—we build programs (using the latest technologies we can keep up with) designed to create, maintain and expand the dialogue between your brand and your customer. Our digital services include:

- Digital strategy and planning
- Website design and development
- CRM content development (Proscape®)
- Film, video, podcasts
- 3-D animation and visualization
- Interactive games and experiential learning
- eMail marketing
- Search engine initiatives
- Web applications (Facebook, widgets and more)

## FASTFACTS



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**Website:** www.topin.com

**Approximate Number of Employees:** 30

**Date Founded:** 1982

**Ownership:** Independent

**Sample Clients:** Baxter Healthcare Corporation, Fenwal Blood Technologies, Mission Pharmacal, Ovation Pharmaceuticals, Teva Neuroscience

## Case Study: An Exercise in Synergy

Topin was tapped for three of Mission Pharmacal's women's health brands: Ferralet® 90 iron supplements, Tindamax® (for bacterial vaginosis) and the CitraNatal® line of prenatal vitamins. The task at hand was to help each individual brand integrate both traditional and digital tactics as well as physician and consumer messaging. And, the agency is working to create online synergies between the brands, building a more consistent presence for Mission.

The agency team created branding campaigns that work for both consumer and professional audiences. The digital portion of the campaign was developed with the internal team at Mission, assuring that strategy and implementation aligned across multiple points of contact with the brand.

