

OIC GROUP

WHO WE ARE, WHAT WE DO



**"TALENT WINS GAMES,
BUT TEAMWORK AND INTELLIGENCE
WIN CHAMPIONSHIPS"**

Michael Jordan

OIC GROUP: A STRATEGIC PARTNER

Founded in 1975 in Florence, OIC Group achieved a primary role in **supporting the growth of Healthcare companies, Scientific Societies and Patient Associations** through the ideation and production of **events, virtual and residential conventions, communication campaigns and e-learning platforms.**

The strength of the Group lays in the synergy between **multidisciplinary team**, with an amazing mix of strategic and executive skills: **we are able to identify short and long terms goals** working side by side with our clients and **to define and execute the necessary steps** to achieve them.



A DYNAMIC GROUP

In the last decade the world has changed really fast and we are all facing new and great challenges: the evolution of the digital world, the need and the opportunity to develop a new approach towards communication and the engagement of patients, consumers and stakeholder and an incredible amount of data to process, analyze and understand.

This is why we created a new company, that could bring into the group innovative and diverse skills.

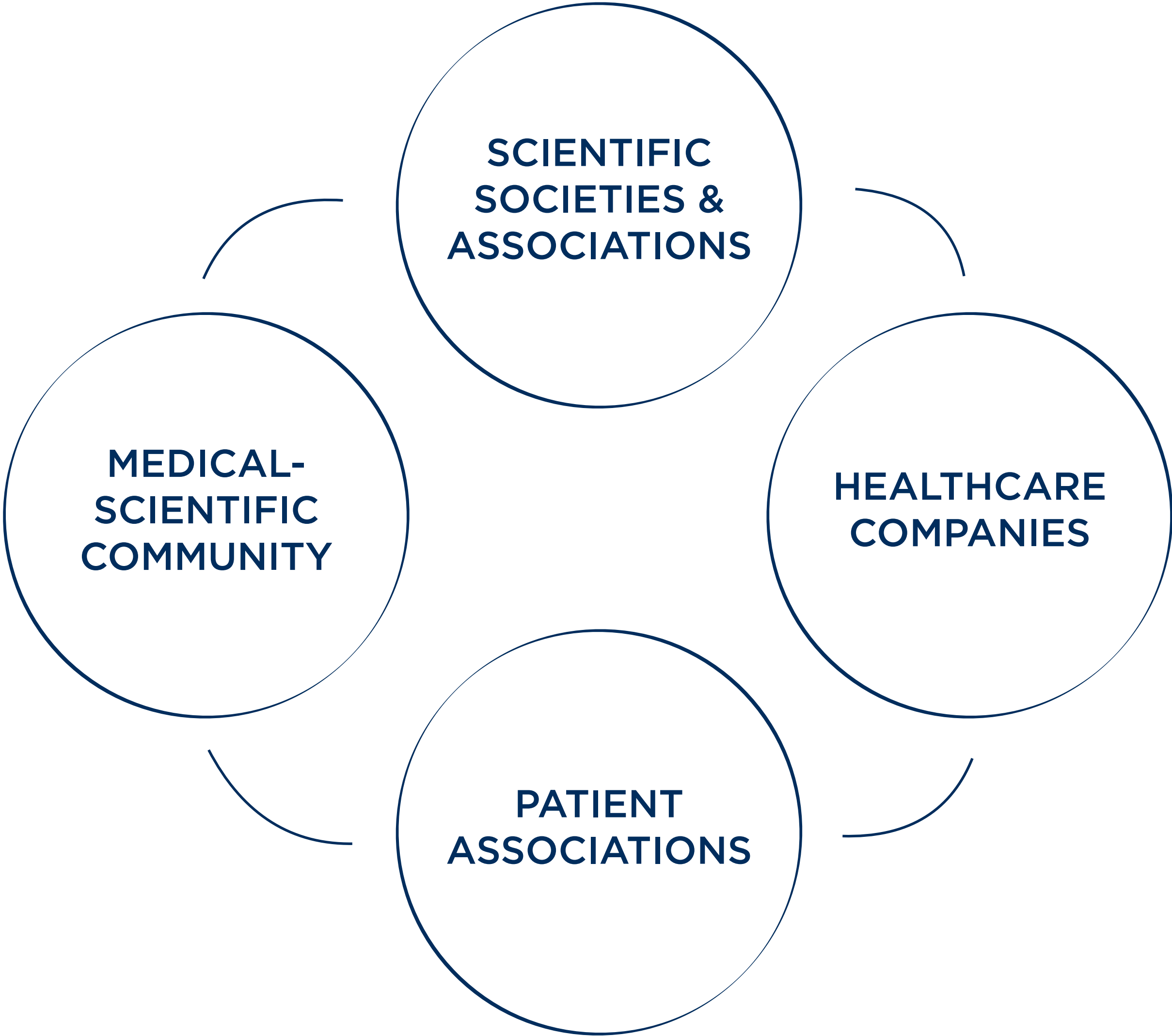
The Embassy is a branding and communication agency with a deep connection to the healthcare industry, specialized in strategic thinking and creative development.



THE HEALTHCARE & WELLNESS ECOSYSTEM

In the Healthcare & Wellness ecosystem it is extremely important to be able to activate a network that can create an added value for every stakeholder.

Thanks to its 40-plus years of experience in this industry and to the strategic-creative skills of The Embassy, **OIC Group can connect all the dots, establish relationship and create projects of mutual interest for healthcare companies, scientific societies, patient associations, and the medical-scientific community at large.**



STRATEGIC ATTITUDE, FLAWLESS EXECUTION

OIC Group supports its clients in understanding and executing their strategic growth path.

First of all we help our clients clarify and identify their real quantitative and qualitative objectives, through strategic analysis, intelligence tools and co-design methodologies.

Then we design a growth path for the short, medium and long term, to better understand how everything we do - even the most tactical project - can impact our strategic goals.

The next phase of our methodology is all about execution: from a 30 minutes documentary to a virtual event, from a learning platform to a 360° product launch, we always aim to the perfect balance between relevance, innovation, efficiency and sheer beauty.



OUR SERVICES



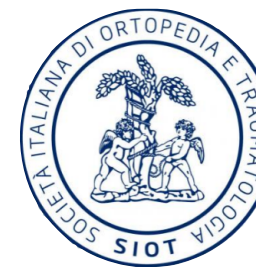
DIGITAL TRANSFORMATION

In the last few years we all faced a great challenge: digital transformation. OIC Group developed vertical skills in this area, with a number of services specifically designed for its clients:

- **HEALTHCARE & WELLNESS OBSERVATORIES:** we create consumer/patient intelligence observatories on specific vertical areas (i.e. a pathology). By sponsoring an observatory a company can occupy in an authoritative and empathic way a semantic territory through the production and the diffusion of original and relevant content based on real and deep understanding of consumers and patients lives and needs.
- **E-LEARNING PROJECTS AND PLATFORMS:** in times in which meeting people can be extremely difficult, it's very important not to disrupt medical-scientific education. We can make it even more attractive by creating digital platforms where people can learn in an engaging and agile way that can fit better into their personal and professional schedules.
- **VIRTUAL CONGRESSES, EVENTS AND COMMUNITIES:** a congress - or and event - is nothing else than a "face2face community". Today OIC Group supports companies and scientific societies in order to keep these fundamental meeting and learning platforms alive, with the most safe and engaging formats and technologies.

TRUSTED BY

Over 40 years of experience with the leading companies, societies and associations of the Healthcare and Wellness Industry



GRAZIE



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