

Rome, 28 February 2022

## FATTORE M: MEDAC PHARMA ITALIA BLOG EDITED BY POLK&UNION HEALTH WAS LAUNCHED

A NEW SPACE FOR IN-DEPTH DISCUSSION ON PHARMA AND HEALTH, SIGNED MEDAC PHARMA ITALIA AND EDITED BY POLK&UNION HEALTH DIVISION, IS ONLINE.

**Fattore M**, the blog run by medac Pharma Italy, a pharmaceutical company specializing in the therapeutic areas of oncology, hematology, urology oncology and neurosurgery, was launched.

The new publishing hub, conceived as a new **networking and sharing space targeting the scientific community**, aims to become a reference point for professionals in the Health sector.

Fattore M collects **constantly updated articles and insights from the medac Pharma Italy world** and beyond, focused on the company's core therapeutic areas and related diseases, also including clinical paths, products and innovation news on scientific research, edited by **certified medical writers**. In fact, Polk&Union relies on **an extensive network of highly qualified journalists and editors in the medical field**, who have experience in various clinical and therapeutic areas and know how to create all kinds of content for healthcare professionals and patients.

*«Fattore M is an ambitious project we immediately welcomed with great enthusiasm»*, said medac Pharma Italy Marketing Manager Edoardo Maria Paone.

*"This project was created with the aim of communicating externally and raise awareness and interest on medical and scientific updates - Paone added. - Through its various sections targeting patients and professionals, our purpose was to share a **digital ecosystem** with the main developments in the therapeutic areas in which our company is daily engaged".*

## *Polk&Union and the new digital ecosystem for medac Pharma Italia*

Fattore M blog is one of the strategic assets deployed by the **Digital Communication Agency Polk&Union** to [redesign and consolidate the online presence of the medac Pharma Italia brand](#) - which precisely in 2022 celebrates its first ten years of activity - thanks to a **content strategy aligned with the values of the company** and broadcasted on the main online communication channels such as website and social networks.

Established in 2012 as the **Italian subsidiary of the German pharmaceutical multinational medac GmbH**, **medac Pharma Italy** has become a **mature start-up** that decided to open up to digital marketing with a multichannel approach. Polk&Union supported this need - connected with the evolution of medac Pharma Italy from startup to consolidated pharmaceutical player - with the contribution of the [Polk&Union Health Division](#), entirely centered on the Healthcare and Pharma sector. **Polk&Union worked alongside medac Pharma Italy** on this project, accomplishing a number of strategic steps to achieve the goal by **redefining existing proprietary platforms**, in order to structure a **content reshape**.

From the completely updated **medacpharma.it website** that has become the central hub of all communication, to the **social channels**, intercepting new audiences and consolidating existing ones, to advertising projects aimed to build an engaged, focused and specialized community: **Polk&Union has created a path that has led medac Pharma Italy out of a digital "stalemate"** that lacked social profiles and whose website was no longer capable of fully representing the company's mission and values: passion, people, urgency, responsibility.

### *The Polk&Union Health Division*

Launched in September 2021, the new [Polk & Union Health](#) business unit has capitalized on the Agency's **experience from more than ten years alongside the main players in the health sector**.

Polk&Union Health is made up of **communication experts certified** to work with Healthcare and Pharma players, building on the specific skills required to operate at the highest levels in an extremely regulated sector that is increasingly committed to the digital race challenge. The Polk&Union team makes its know-how available to customers to **build new**

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**communication and marketing ecosystems:** from strategy to creative and original content production, including technical and medical materials, up to their digital distribution.

"The new Polk&Union Health Division is further evidence of the Agency's intention to **take on an increasingly leading role as a digital partner of companies engaged in science and research to ensure health and well-being**," said Polk&Union CEO Tiziano Vitale, who is also head of the Division.

"**medac Pharma Italy is an excellence that operates in a sensitive medical area, engaged in the prevention and treatment of serious diseases that can undermine patients' quality of life** - Vitale explained. - For this reason, working side by side with them on the [Fattore M](#) publishing project is a satisfaction for us as a digital communication agency, as well as a reason for pride and gratification in **giving our contribution to these performers of considerable social responsibility**. Our Health Division - he concluded - **once again confirms its value and strengthens its positioning in the Pharma market, also in the light of this commitment** ».

### Information about Polk&Union

**Polk&Union Digital Communication Agency** was born in San Francisco, California, in 2007 and was named after the crossroads of Polk and Union streets, where its first head office was located. Innovation and internationality are Polk&Union's distinctive traits. With the cross-cultural mindset that is the backbone of its DNA, and the know-how it acquired in the United States – first in San Francisco and then from 2019 in Seattle – in 2011 Polk&Union landed in Rome, Italy, where the agency became an established reference point within the Italian market, supporting companies, organizations and associations in 360-degree digital communications within the B2B and B2C sector. Its main services include: Integrated Marketing Communication, Content, Digital Media and Digital Technology, together with those specific to the **Polk&Union Health Division** for the Healthcare & Pharma.

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