

Rome, May 11th 2022

POLK&UNION ON STAGE AT THE ABOUTPHARMA DIGITAL AWARDS

THE ITALIAN-AMERICAN AGENCY'S CEO TIZIANO VITALE PRESENTED THE BEST PROJECT AWARD WITHIN HCP COMMUNICATIONS.

An exceptional representation of the **Polk&Union** team took part in the latest edition of the [AboutPharma Digital Awards in Milan](#), which counted [the Italian-American agency's Health Division among its sponsors](#). Polk&Union CEO and Client Director **Tiziano Vitale** attended the awards ceremony held on Thursday May 5th together with Account Director **Francesca Giorio** and Account Manager **Gabriele Dusi**,

Tiziano Vitale also presented the prize for best project in the **Communication designed for Healthcare Professional category**, which was awarded to the #oltreilbuio campaign by MSD Italia.

From the podium, Vitale explained the solutions that Polk&Union implemented for an effective strategy within HCP communication. "**HCP engagement is a mission**," he said. "We must create a valuable user experience for doctors and in achieving this we need to be relevant, insofar as we manage to satisfy their needs: from qualification to growth and exercising the profession, which represents their ultimate goal".

Polk&Union has been working for over ten years alongside the main national and international companies in the Healthcare and Pharma sector. The [Health Division, launched in September 2021](#), capitalizes on this experience, as Tiziano Vitale recalled from the stage when he described the strategic approach enacted by the business unit dedicated to the Health world.

"We really focus on studying reference scenarios, then we immerse ourselves in the market context where the clinicians we want to engage specifically operate", said the CEO of Polk&Union. "Finally, we play the role of an actual partner alongside our customers: this helps us understand

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their business priorities, so we can translate them into the marketing and communication objectives that we are asked to achieve as an agency".

In addition to the innovative approach, Tiziano Vitale also stressed the importance of the Polk&Union method. "**Even before communicating, communication must be prepared, creating innovative digital ecosystems that profit from all available technologies and are also integrated and omnichannel, therefore capable of intercepting the clinician's journey in the various awareness and interest stages and calling him to action**".

The participation of Polk&Union Health in the AboutPharma Digital Awards reaffirms the agency's role as a reference partner for the most important players in the sector.

Informazioni su 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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