



With the support of Waterland Private Equity, imc group partners with Pulsar Health to expand scientific storytelling expertise

Latest acquisition builds on imc group's partnership with Indigo Medical earlier this year and with Porterhouse Medical Group in 2020

London, 11th May 2021

Pulsar Health, expert in creative and emotional scientific storytelling that underpins brand development in the healthcare industry, is joining imc group with the full support of pan-European investor Waterland Private Equity. Located in Cheadle, North West England, Pulsar Health's ethos and expertise prioritise a 'one team' approach to meet clients' scientific and marketing objectives, making the company a natural partner for imc group. The partnership will enable imc to continue disrupting the global healthcare communications industry with a one-stop service for clients across seven core divisions: Medical & Scientific Content, Publications, Digital & Creative, Insights & Consulting, Patient Engagement, Meetings & Events, and Medical Compliance & Material Review. With over 20 years of experience, Pulsar Health works with leading healthcare companies globally to drive lasting brand growth and improved outcomes for patients. Delivering a bespoke solution for every client, the Pulsar Health team draws from experts in storytelling, campaign-crafting, generation of strategic ideas, medical education and patient engagement.

The financial terms of the transaction are not disclosed.

Jamie Whiteley, Managing Director of Pulsar Health, commented: *"Our entry into the imc group will enable us to provide our clients with a wider range of solutions and international reach, making us better able to meet the increasing demands of healthcare communications and the global pharmaceutical industry."*

Shairose Ebrahim, Chief Executive Officer of imc group, commented: *"I'm delighted to welcome Jamie and his team at Pulsar Health to imc group. This partnership not only provides imc group with additional capabilities in the form of emotional scientific storytelling, but expands our geographic footprint to North West England and brings additional talent to the group. I look forward to imc group supporting the Pulsar Health team in the crafting and delivery of omnichannel campaigns which solve modern healthcare communication challenges."*

Dominic Graham, Investment Director at Waterland Private Equity, added: *"Pulsar Health's addition to imc will further the group's ambition to become the leading one-stop shop for a full range of healthcare communication solutions for the pharmaceutical and healthcare sectors."*



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About imc group

imc group is a leading, independent global healthcare communication group that enables client's brands to connect with healthcare professionals, payers and patients through transformative end-to-end solutions, scientific rigour, insights, and medical excellence. imc group offers its client partners a full range of omnichannel insights and medical compliance services that span the entire drug lifecycle and all therapeutic areas. With a geographic footprint in Europe, Canada, USA and MEA, and a client list comprising many leading pharmaceutical, biopharma and diagnostic companies, the group provides a boutique approach to delivery and customises strategies that address with precision the needs of each client.

More information: www.imcmedcom.com

About Pulsar Health

Pulsar Health is an agility-focussed agency specialising in integrated, omnichannel campaigns. The company prides itself on taking a collaborative approach with its healthcare clients, following a 'one team' methodology that is projected internally and externally to meet clients' scientific and marketing objectives.

More information: www.pulsarhealthcare.com

About Waterland Private Equity

Waterland is an independent private equity firm founded in the Netherlands in 1999. Over the last 20 years, Waterland has made investments in over 600 companies across over 100 markets. Waterland manages €8 billion in funds and has teams based in the UK, Ireland, France, Netherlands, Belgium, Germany, Poland, Switzerland and Denmark, and operates across Europe.

More information: www.waterlandpe.co.uk