

COVOSTRA

**A HUMAN-
CENTRED
HEALTHCARE
ENGAGEMENT
CONSULTANCY**



INTRODUCING COVOSTRA

WHERE HUMAN-CENTRED HEALTH ENGAGEMENT THRIVES

Covostra supports its clients adopt a human-centred approach to healthcare engagement through strategy development, community building and advocacy.



INTRODUCING COVOSTRA

WHERE HUMAN-CENTRED HEALTH ENGAGEMENT THRIVES

We strive to truly appreciate the experiences and needs of the people whose lives they touch.

Our human-centered approach can improve commercial, health and societal outcomes by growing sustainable access to innovative therapeutics.



OUR SERVICES

Foster the adoption of innovation so health improvement can thrive

Effective Strategy



We identify, develop and implement strategies that can improve health outcomes across geographies at scale.

Our I4C® human-centred Ecosystem Assessment and CoVo Grants Accelerator® enable us to quickly identify and scale routes to better outcomes

Community Development



We bring healthcare communities together.

- Solve intractable health challenges
- Generate health, social & economic value
- Recognise and champion the adoption of innovation

Compelling Advocacy



We connect people and perspectives to drive change.

- Leverage our global network of healthcare professionals, policymakers, patients and academics
- Champion policies & practices that improve outcomes
- Amplify voices to create better healthcare experiences

Impactful Communications



We create value for our clients through an integrated approach to community development, advocacy and strategy.

Our expert knowledge combined with our human-centric approach means our communications make a sustainable impact on patients, health systems and society

THE VALUE CHARACTERISTICS OF HUMAN-CENTRICITY

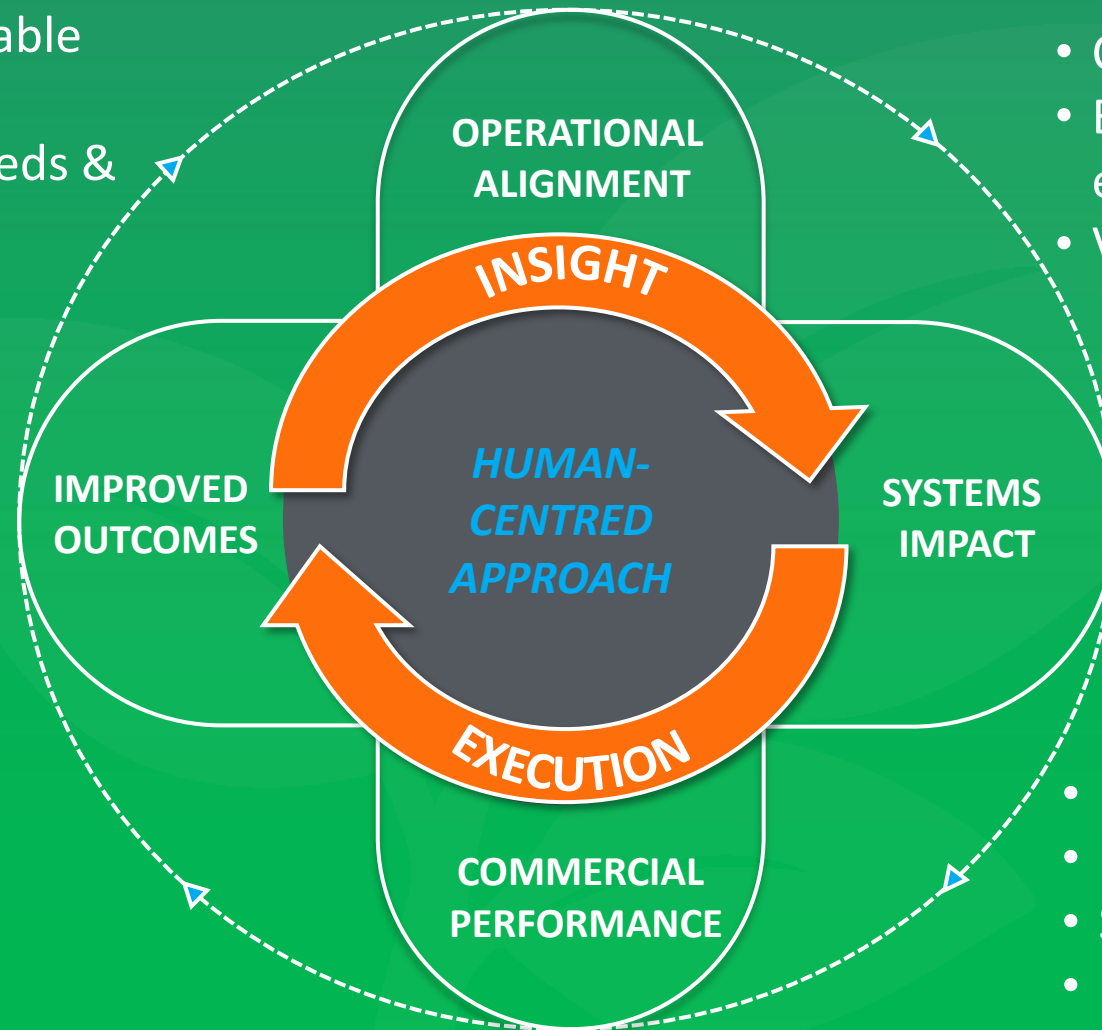
Beyond traditional drug & patient-centric models

- ✿ A life-course approach that considers social, emotional, psychological & environmental factors influencing individual health and well-being
- ✿ Recognises that people are more than patients; individuals with diverse identities and lived experiences that shape their care journey
- ✿ Engages people on their own terms, seeks to build trust and address the factors that impede successful health outcomes
- ✿ Can drive access to sustainable health improvement by breaking down previously unseen barriers and identifying new routes to innovative care



BENEFITS OF HUMAN-CENTRICITY

- Deliver insight for sustainable value
- Identify unique unmet needs & treatment gaps
- Shape winning strategy
- Enable aligned execution



- Compelling content
- Enhanced stakeholder engagement
- Visionary programmes & services

- Improve access & reward
- Strengthen corporate reputation
- Enhance health & societal outcomes

- Drive aligned policy reform
- Improve care pathways
- Strengthen patient voice
- Incentivise innovative care

THE FOUNDERS

A historic track record of execution & innovation



Rob Walton LLB, MPA FOUNDER & PRINCIPAL

Rob is specialist in public policy, strategy & advocacy and an expert in effective external engagement. He has supported many organisations to establish leadership in their communities and facilitated impactful policy development in a wide range of public health areas at home and abroad, including oncology, vision care, HIV & AIDS, cardiovascular and rare diseases. Rob is Chair of the British Society of Gerontology Special Interest Group on Ageing, Business and Society, and was awarded a Master of Public Administration from The School of International Public Affairs (SIPA) at The University of Columbia in New York.



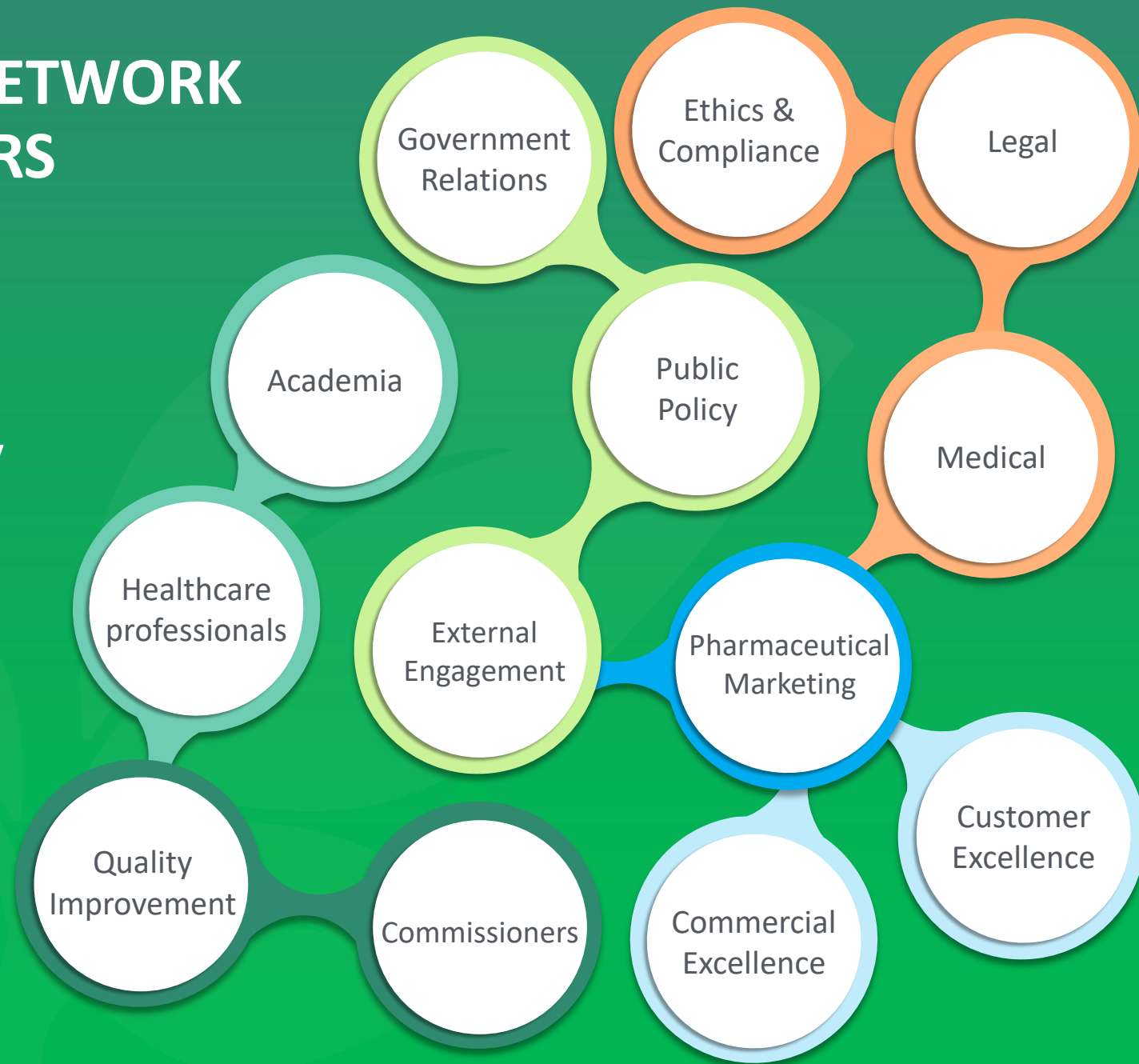
Steve Calder Smith FOUNDER & CEO

Steve is an expert in healthcare communications and has successfully created two multi-award-winning agencies which are now part of bigger groups. Steve is laser focussed on improved health outcomes for the patient, health services and society. He innately understands the power of storytelling and the channels through which messages should be delivered for maximum impact. He has supported many healthcare innovators to establish rapid uptake and long-term adoption of their product or service.

“
Our common focus is to help clients uncover how the environment, policy and healthcare systems intersect, drive human behaviour change and create new opportunities for health improvement
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SUPPORTED BY A GLOBAL NETWORK OF EXPERT SPECIAL ADVISORS

- ✿ Specialist, strategic, senior consultancy
- ✿ Understand the challenges faced by healthcare organisations at global and local levels
- ✿ Ensure Covostra propositions are robust, realistic and deliverable
- ✿ Augment and complement our skillset



CONNECT WITH COVOSTRA

For further information please contact:

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