BioSpectrum
the business of Bio & Health Sciences
ASIA EDITION

SPAG to release Ã¢â?¬Ë?Healthcare Communications Outlook Report'

July 31, 2019 | News

Partners with BioSpectrum Asia & PRCA SEA to launch the most comprehensive look-book focusing on how the next decade holds for this exciting sector



SPAG (www.spag.asia), Asia's most innovative integrated healthcare advocacy and public relations firm, on 29 July 2019, announced its partnership with BioSpectrum Asia and PRCA SEA to undertake first-of-its-kind **APAC Healthcare Communications Outlook** report. The release of the report with support from KPMG will take place on 2nd October 2019 during an event in Singapore.

"The APAC region is re-shaping in terms of healthcare and complexities associated with it. New business models, a multitude of stakeholders, regulations and changing world dynamics are defining the trajectory for the future. Effective & impactful communication in such times is critical but often an overlooked consideration", says Aman Gupta, Managing Partner, SPAG and the brain behind this intent.

The report aims to seek views from some of the best thought leaders in space and understand challenges, opportunities and trends that will define communications outlook in next decade (2020-30). It will be based on the context of an everchanging Asian healthcare space and an overhaul in demand-supply, business models, regulations, data and technology, more than ever. With customer-centricity, innovation, partnerships, collaboration, revolutionary R&D, all being essentials, organizations will need to be more flexible in dealing with disruption.

"As a team of responsive healthcare professionals, we realize the need to facilitate collaboration between communicators and other stakeholders including business leaders of the healthcare industry", quirks Priyanka Bajpai, Regional Head, SPAG. Talking about the highlights of the report, she adds, "The APAC Healthcare Communications Outlook report will provide the most definitive analysis of what is in store for the region's healthcare communicators in next decade and prepare themselves for success accordingly."

The exclusive report will be based on primary research undertaken through multiple interactions as well as following secondary research to collaborate data points. It hopes to review the current state of APAC healthcare communications sector, and explore trends, issues and impact of communication on healthcare providers, governments, payers, patients, and other stakeholders. By facilitating this discourse, SPAG aims to bring the crème of healthcare space together and discuss pathbreaking and innovative insights.

The launch comes as SPAG follows its expansion plans in the Southeast Asia region. It is notable that SPAG bagged three awards at PRCA SEA for their campaigns in the region this year.

SPAG along with its partners welcomes the healthcare fraternity to be part of this research.

To register for this event/or participate in the report, write to ***Vagmita Sharma*** *at* ***vagmita.sharma@spag.asia****.*