

SUPPORTING DOCUMENT

Global Agency Awards. **Hut 3: Global Healthcare Engagement for Atos.**

▶ WATCH OVERVIEW VIDEO

HUT 3 | **Atos**



Account management



ANDY JOHNSON
Head of Client Strategy and Services.

Overall responsibility for the account.



James Howes
Group Projects Director.

Responsible for the day-to-day delivery, management and reporting of the project.

Creative and content team



Barry Cheney
Creative Director.



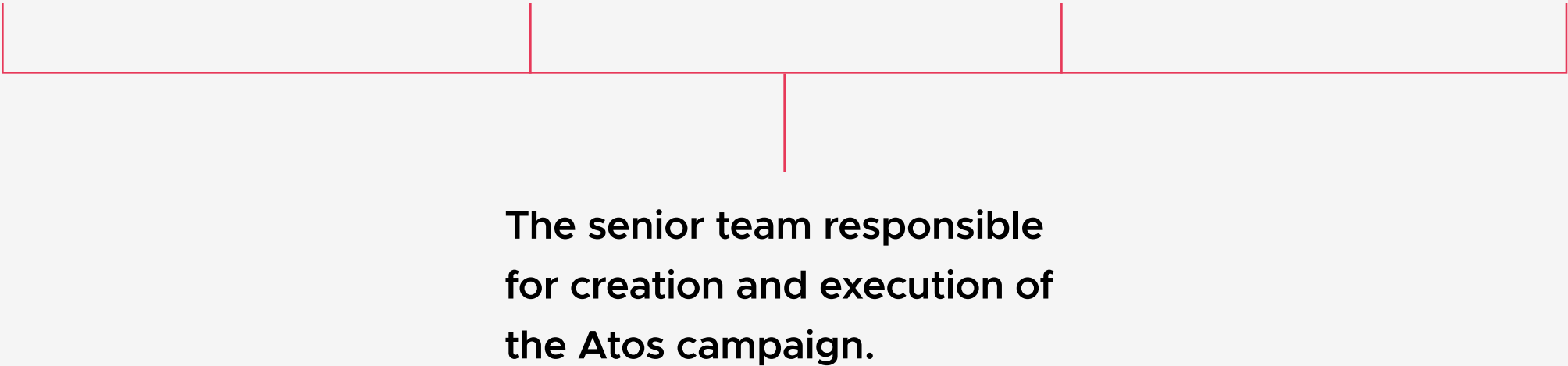
Chris Gent
Head of Content.



Jason Denny
Head of Digital.



Hughie Wilmshurst
Full Stack Developer.



Atos campaign team



Carmen Overton

Global Head of
Marketing – Healthcare
and Life Sciences.

Overall responsibility for
the whole Campaign.



Nathalie Garcin

Global Head of Solution
Marketing – Healthcare
and Life Sciences.

Support for the project
throughout.



Tony Rich

Head of Customer
Experience – Healthcare
and Life Sciences.

Support for the project
throughout.



Yuliana Georgieva

Head of Digital
Marketing – Healthcare
and Life Sciences.

Digital support.



CONTENT SHOWCASE

Campaign 1:
Front line
perspectives

We developed a consistent style of assets across all campaigns that enhanced Atos' existing branding. Colourful graphics and professional photography ensured documents were visually engaging, while clear layouts, infographics and illustrations ensured the content was easy to digest.

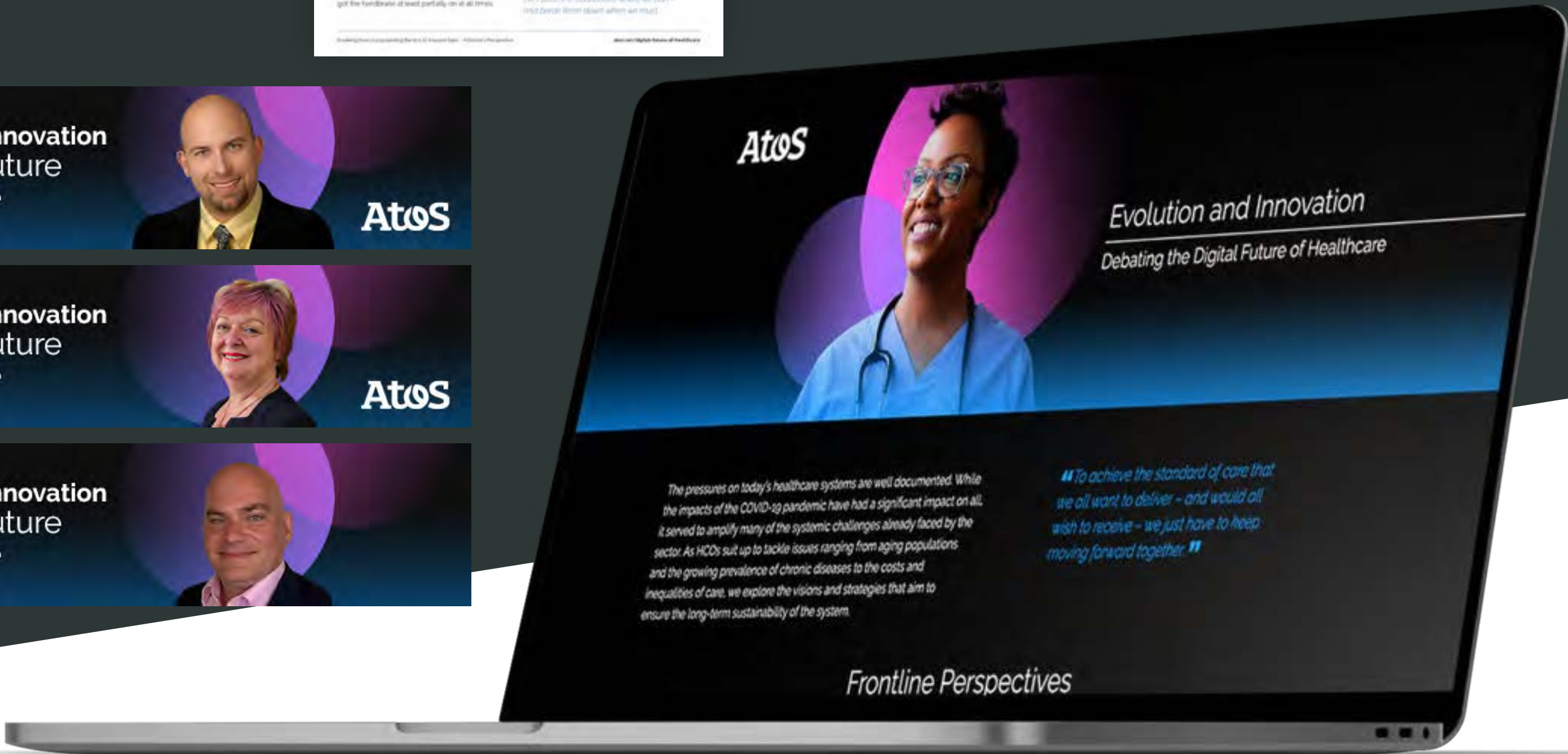


A CLOSER VIEW

Click to see an example article from Campaign 1.



WATCH CAMPAIGN 1 VIDEO



CONTENT SHOWCASE

Campaign 2:
About the patient

Key Trends Driving the Future of Healthcare

Get started

Empowering the patient experience

When patient experience, clinical effectiveness and outcomes is well established. Positive care experiences (and expectations) have a positive impact on reducing in-patient stays to help people to seek treatment earlier. Both of which impacts on the wider healthcare system.

Patients are under pressure as patient expectations grow and apply their personal consumer experiences to their care. This combined with the entry of the likes of Amazon, Walmart and others, serves only to increase expectations from patients – who increasingly see themselves as consumers.

1

A CLOSER VIEW

Click to see an example eBook from Campaign 2.

WATCH CAMPAIGN 2 VIDEO

The connected patient

Exploring consumerization and patient accountability

AtoS

The primacy of the Patient

Empowering new experiences in healthcare

AtoS

AtoS

The Primacy of the Patient

Empowering New Experiences in Healthcare

New technology offers patients a wealth of exciting new ways to become ever more engaged in, and accountable for, their own health decisions. For organizations too, the opportunities to leverage the latest tech to enhance journeys and improve outcomes can be equally as transformational. As the sector evolves, success begins and ends with keeping the patient at the heart of change.

Patient-centered Success

5 key trends driving the future of care

Today's healthcare organizations are leveraging technology to do things better and faster than ever before. While not the only answer to the complex challenges of healthcare, technology can be a powerful catalyst for positive change.

5 key trends driving the future of care

- 1. The COVID impact
- 2. A central place to start
- 3. The opportunity in digital transformation
- 4. Empowering the patient experience
- 5. Reinforcing the future

Further reading

Trusted to drive healthcare change

We are here to help you transform your healthcare. [discover/uk](#)

AtoS

CONTENT SHOWCASE

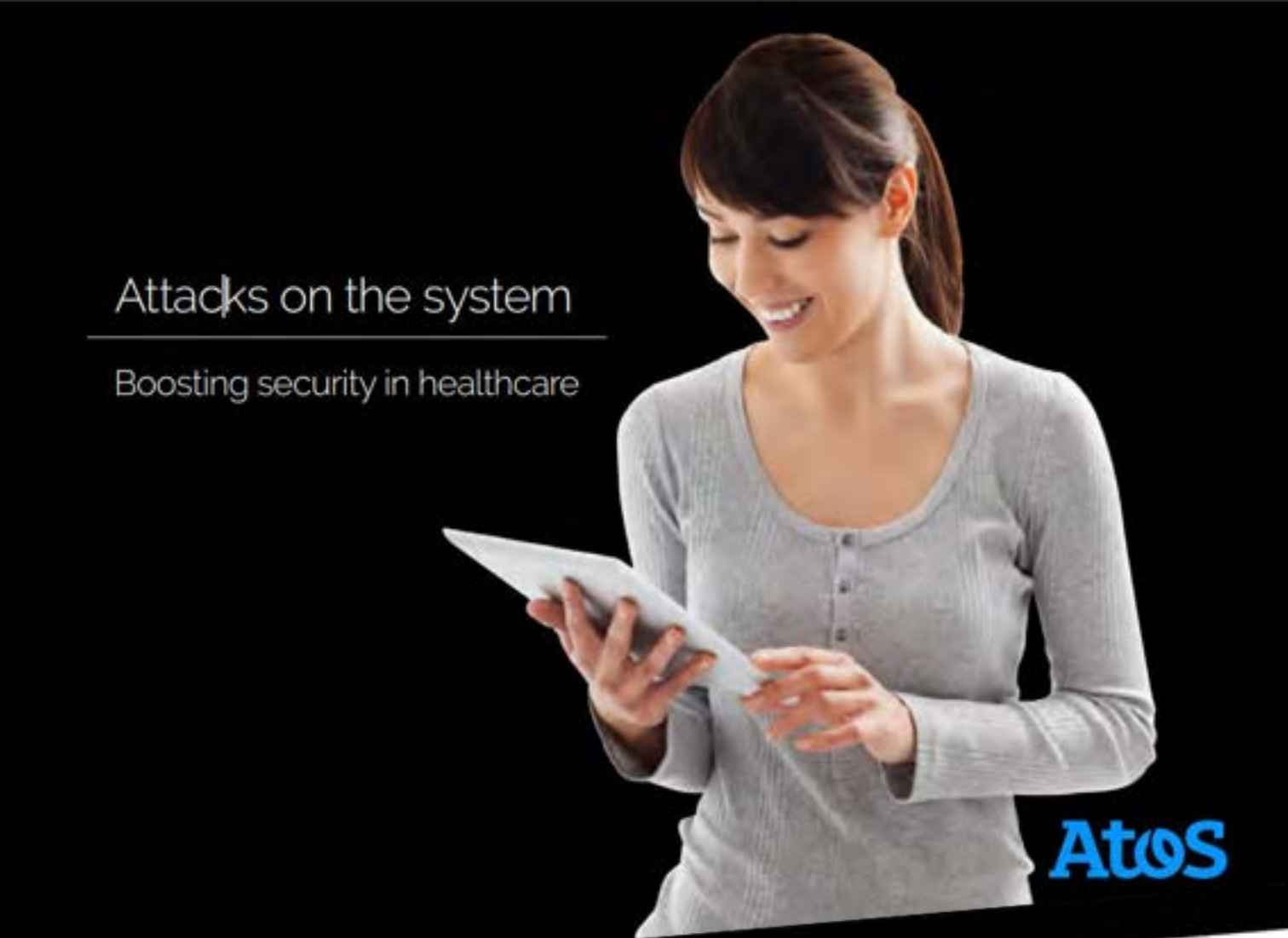
Campaign 3:
Smart digital
healthcare



A CLOSER VIEW
Click to see our interactive roadmap from Campaign 3.



WATCH CAMPAIGN 3 VIDEO



Gated Big Rock thought leadership report



Click to view the full Big Rock document.

CONTENT SHOWCASE

Sellers toolkit

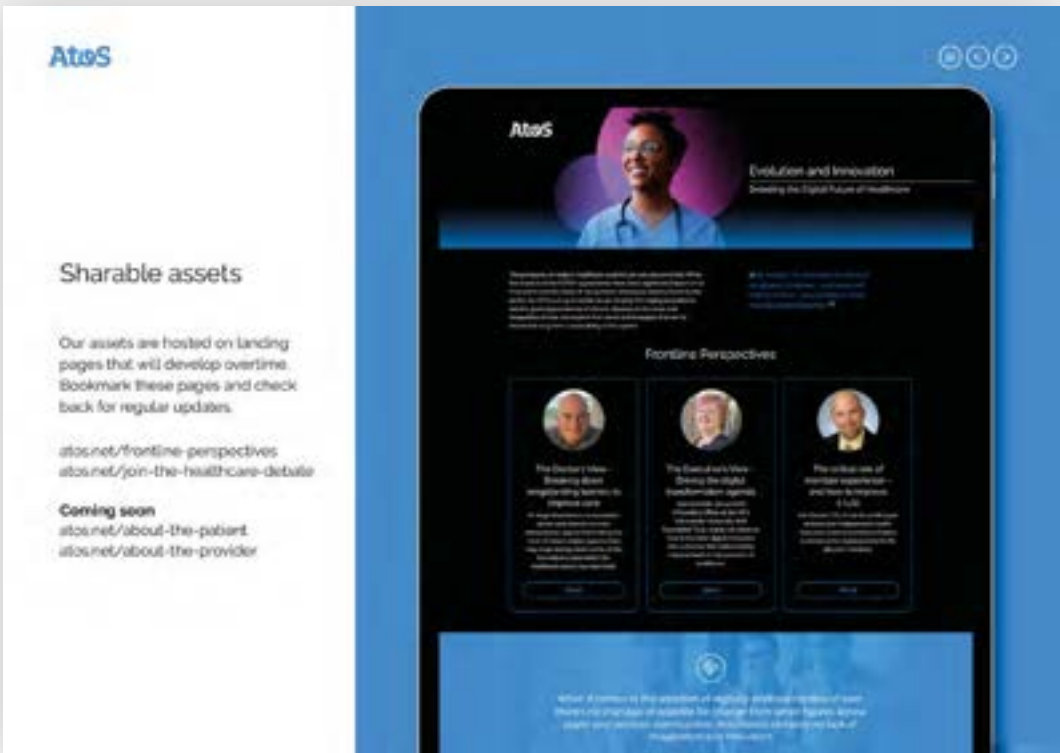
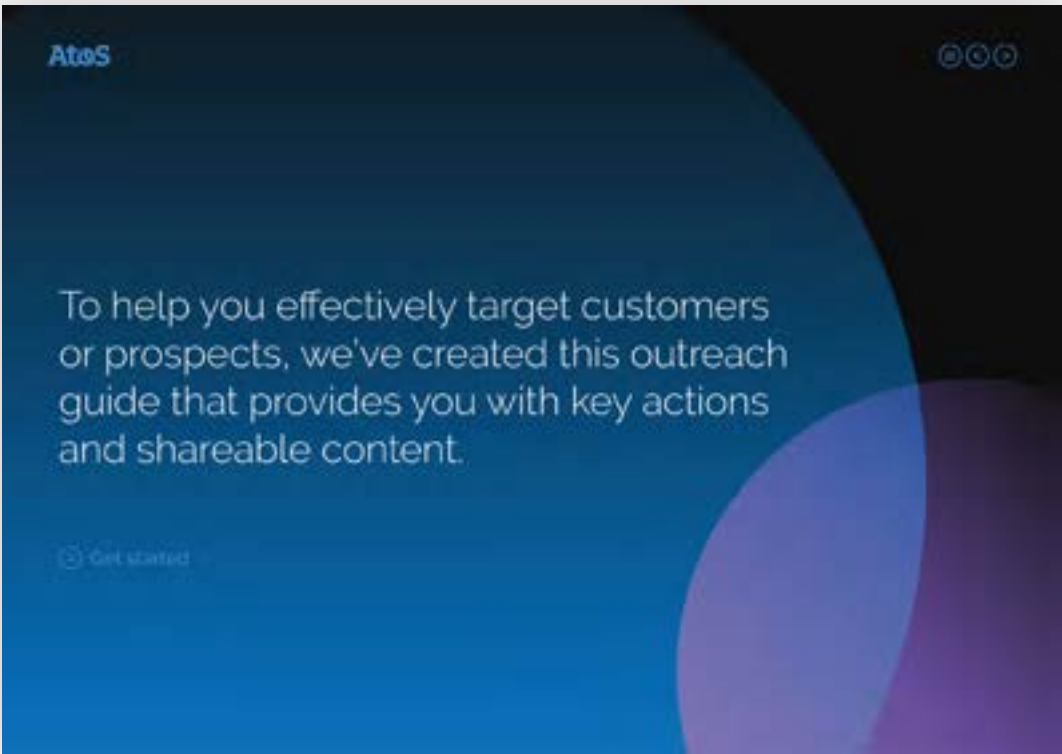
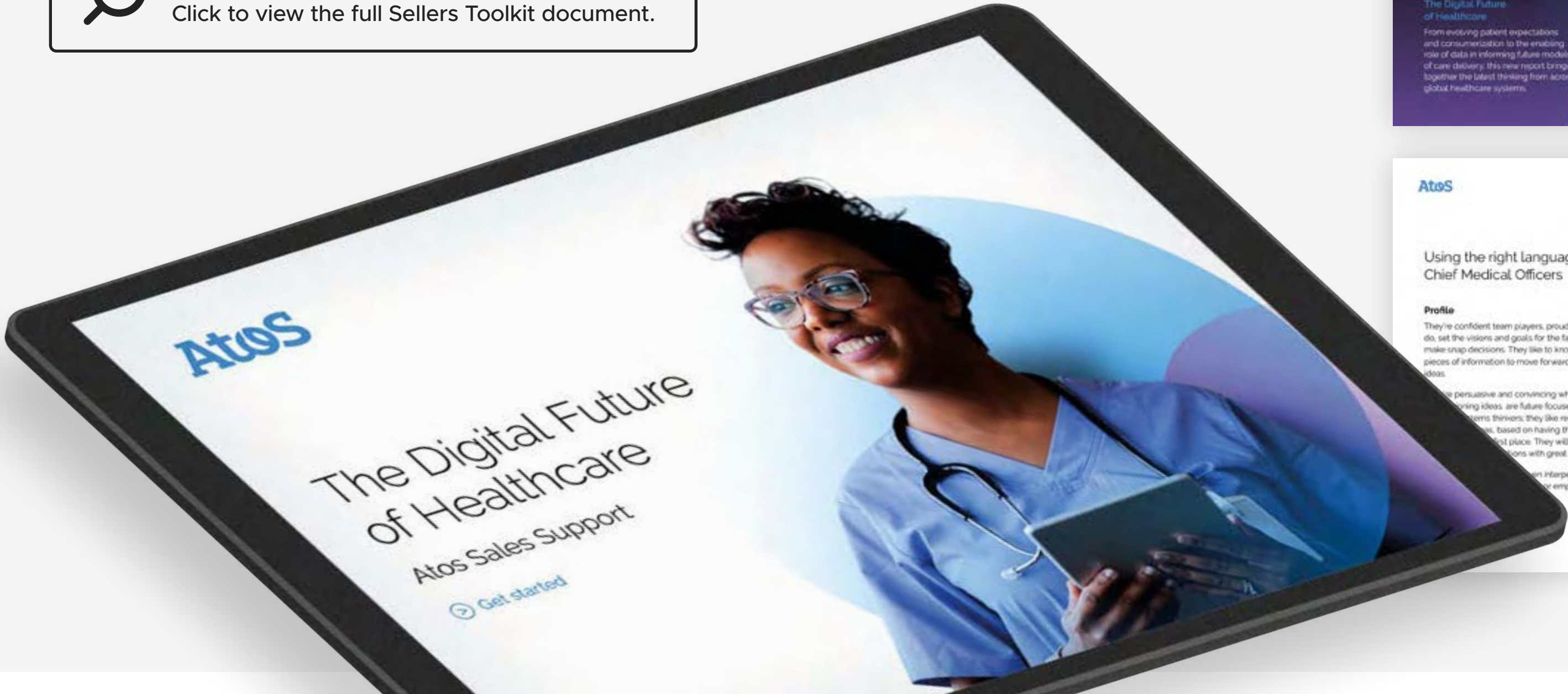
A document positioning the strategic importance of the campaign content and providing a step-by-step guide for the outreach process.

What’s included:

- LinkedIn posts and In-mails
- Emails
- Grab and Go outreach approach

**A CLOSER VIEW**

Click to view the full Sellers Toolkit document.



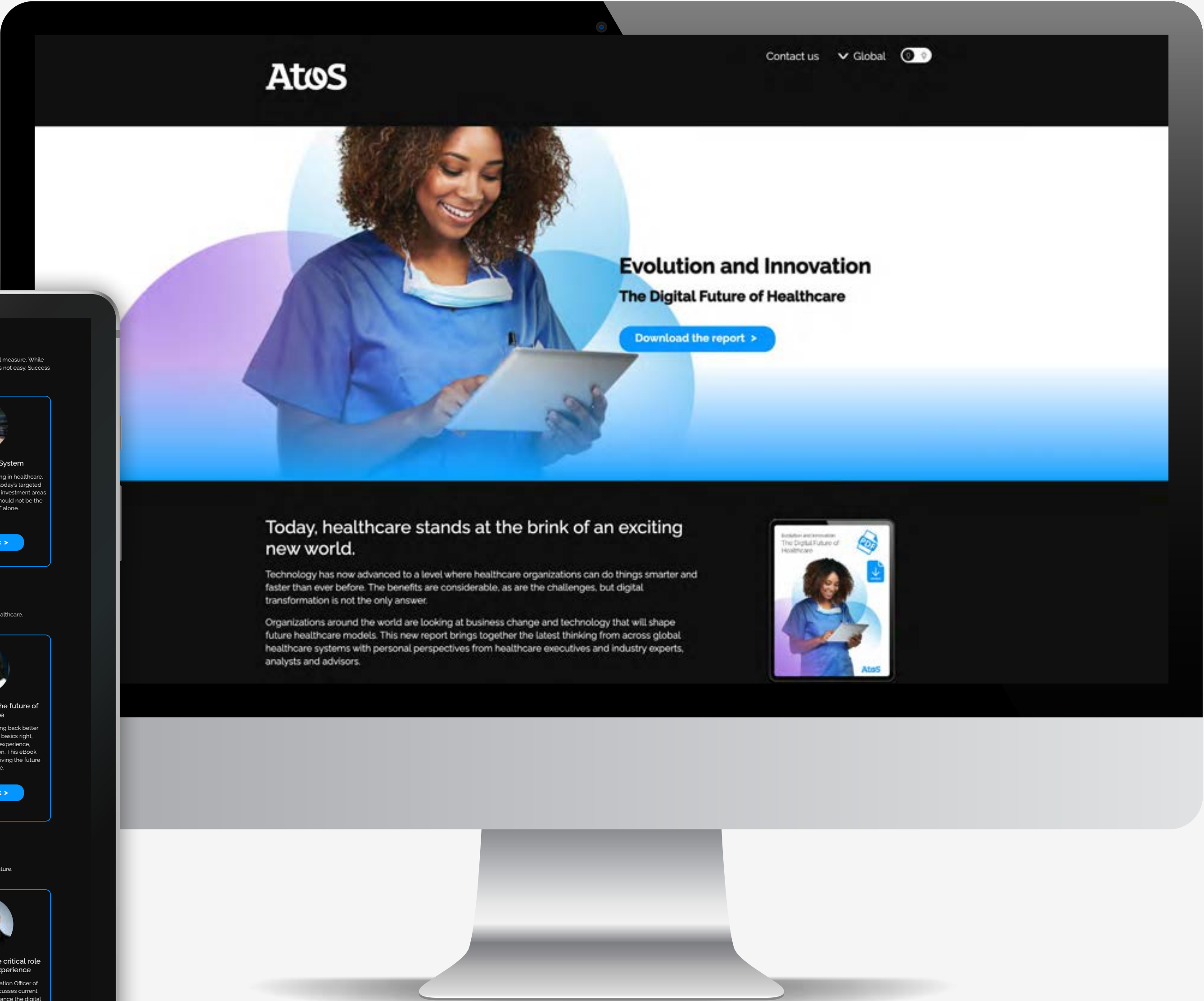
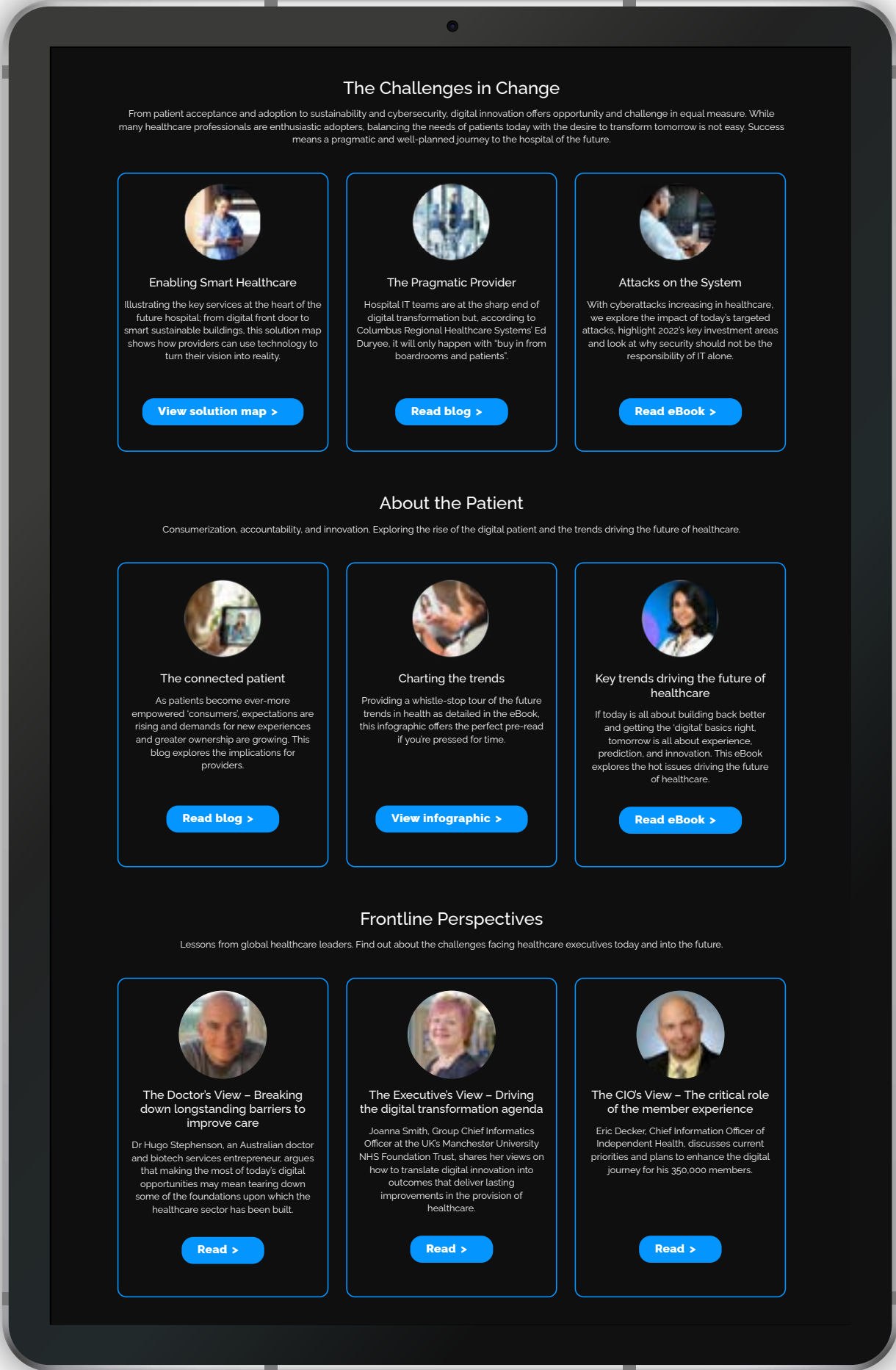
CONTENT SHOWCASE

Microsite

The dedicated microsite presented a range of ungated content in an easy-to-view layout, and enticed users to provide their contact details to access the gated Big Rock report.



A CLOSER VIEW
Click to view the Microsite.



HUT 3



Hut-3.com