

**I'm  
no  
doctor,  
but I'm  
losing  
patience.**

Is your agency  
bringing more nonsense  
than common sense?

At SFC Group, we keep  
your brand's (and your)  
health in check.

**Seriously.  
We get it.**





**serious  
about  
products**



**We  
get  
it  
done.**

**At SFC Group, we don't stop at  
above — we go beyond.**

Healthcare professionals are busy  
and bombarded with information  
— all day, every day. At SFC  
Group, we help your message rise  
above the noise. With full-service  
capabilities spanning strategy,  
creative, media, and digital, we  
develop communications that cut  
through complexity and motivate  
meaningful engagement.

**NO  
DRAMA.**

**NO BS.**

**NO  
SURPRISES.**

**Seriously,** you have enough problems to deal  
with — your agency shouldn't be one of them.



# PN<sup>2</sup>

**Bringing more to parenteral nutrition (PN)**

Every patient is unique. As the US market leader in lipid injectable emulsions (ILEs), Fresenius Kabi offers **more choices** to nourish critically or chronically ill patients of any age—from hospital to home. With a full portfolio of ILEs, clinicians have access to **more options for more patients.**

[FreseniusKabiNutrition.com](https://www.freseniuskabinutrition.com)

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# PN<sup>3</sup>

**Omegaven<sup>®</sup>**  
(fish oil triglycerides) injectable emulsion

**Experience omega 3-rich parenteral nutrition (PN)**

Premature infants with PN-associated cholestasis (PNAC) require careful nurturing. Rich in omega-3s, Omegaven is the **first and only** 100% fish oil lipid emulsion in the US for pediatric patients with PNAC, and it has been shown to help them achieve age-appropriate growth!

**Limitations of Use:** Omegaven is not indicated for the prevention of PNAC. It has not been demonstrated that Omegaven prevents PNAC in parenteral nutrition (PN)-dependent patients. It has not been demonstrated that the clinical outcomes observed in patients treated with Omegaven are a result of the omega-3:omega-6 fatty acid ratio of the product.

**Contraindications:** Omegaven is contraindicated in patients with known hypersensitivity to fish or egg proteins or to any of the active ingredients or excipients, severe hemorrhagic disorders due to a potential effect on platelet aggregation, severe disorders of lipid metabolism characterized by hypertriglyceridemia (serum triglyceride concentrations greater than 1,000 mg/dL).

Please see Brief Summary of Prescribing Information for Omegaven on the reverse side.

[Learn more at Omegaven3.com](https://www.omegaven3.com)

**FRESENIUS KABI**



# PN<sup>4</sup>

**SMOFlipid<sup>®</sup>**  
Lipid Injectable Emulsion, USP 20%

**Experience the 4-oil difference**

SMOFlipid is a unique lipid injectable emulsion (ILE) from Fresenius Kabi, the US market leader in ILEs. Designed to provide a balanced source of calories and essential fatty acids for parenteral nutrition (PN), it nourishes with a one-of-a-kind blend of 4 oil sources<sup>2</sup>:

- Soybean oil:** omega-6 fatty acids
- Medium-chain triglycerides:** rapidly available energy
- Olive oil:** omega-9 monounsaturated fatty acids
- Fish oil:** omega-3 fatty acids containing EPA and DHA

**INDICATION:** SMOFlipid is indicated in adult and pediatric patients, including term and preterm neonates, as a source of calories and essential fatty acids for parenteral nutrition (PN) when oral or enteral nutrition is not possible, insufficient, or contraindicated.

**CONTRAINDICATIONS:** Known hypersensitivity to fish, egg, soybeans, peanut, or to any of the active or inactive ingredients in SMOFlipid. Severe disorders of lipid metabolism characterized by hypertriglyceridemia (serum triglycerides >1,000 mg/dL).

Please see Brief Summary of Prescribing Information for SMOFlipid on the reverse side.

[Learn more at SMOFlipid4Oil.com](https://www.smoflipid4oil.com)

**FRESENIUS KABI**



**The Challenge:** Fresenius Kabi Nutrition leads the market in lipid injectable emulsions for parenteral nutrition (PN) and continues to expand its portfolio. With new products on the horizon, the team needed a fresh campaign that could carry the brand into its next phase — building on past success while unifying a growing line of solutions.

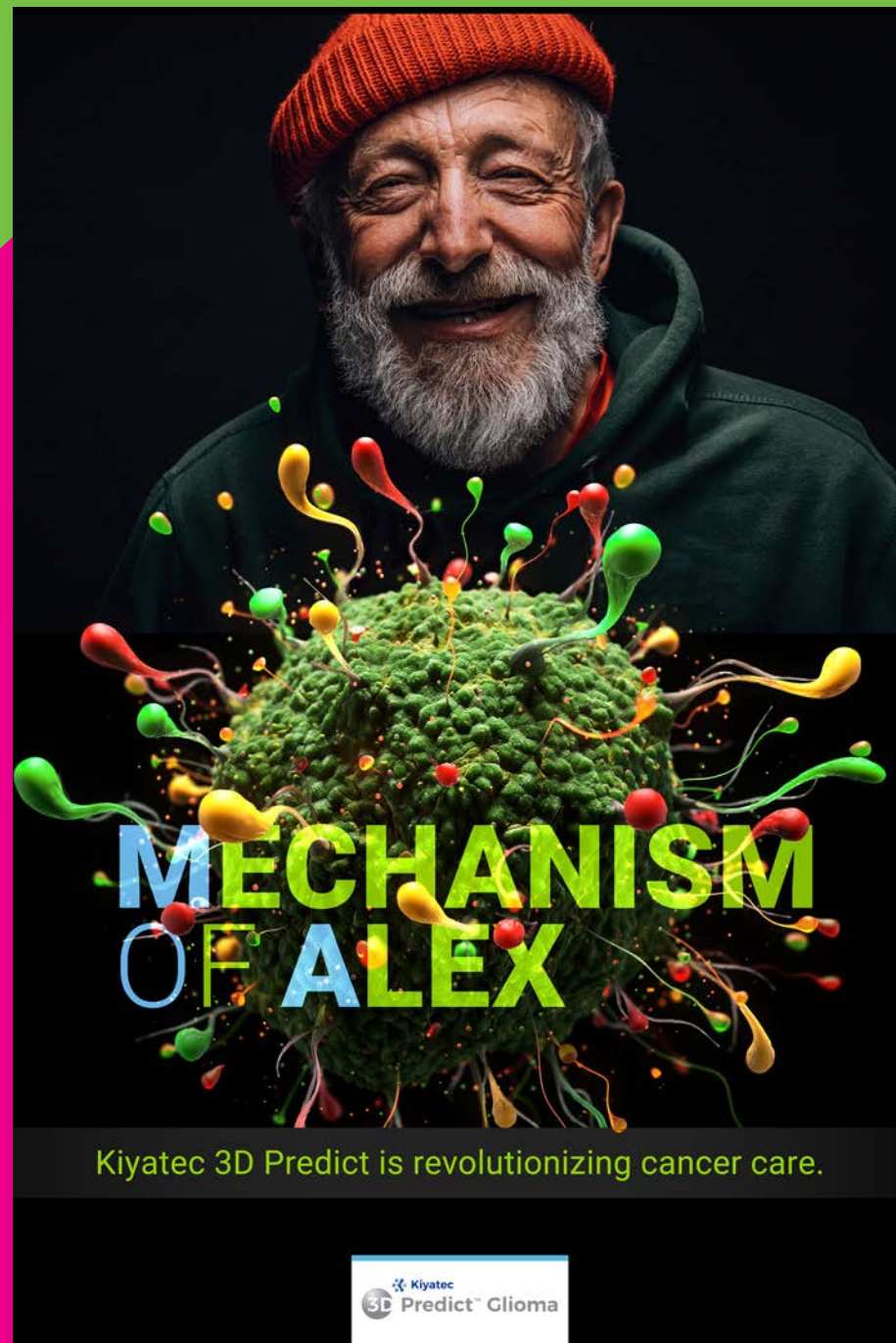
**Our Solution:** We developed More Than PN, a platform that reinforces Fresenius Kabi's position as the most complete PN portfolio on the market. Using a bold, minimalist design centered around an iconic "PN" headline and superscript numerals, the campaign showcases the depth of the brand's offering. Through artful, human visuals and a consistent visual language, we elevated PN beyond product into a symbol of confidence, care, and completeness.

**Visit the website**

**Click here**







**The Challenge:** For more than two decades, there have been no real breakthroughs in how brain cancer is treated. While genetic testing has advanced, functional precision oncology — testing live patient tumor cells against therapy options — remains largely unknown. Kiyatec needed to build national awareness for its 3D Predict platform and establish itself as the leader in functional precision medicine among both clinicians and patients.

**Our Solution:** We introduced The Mechanism of Alice, a bold, human take on the familiar “mechanism of action.” The campaign personalized science by reminding audiences that every patient, and every tumor, is unique. With striking 3D visuals, a revitalized digital experience, and unified storytelling across print, digital, and social, we helped Kiyatec bring their breakthrough technology to life, and closer to the patients it was built to serve.

See the  
campaign

Click here





# ThermoFisher SCIENTIFIC

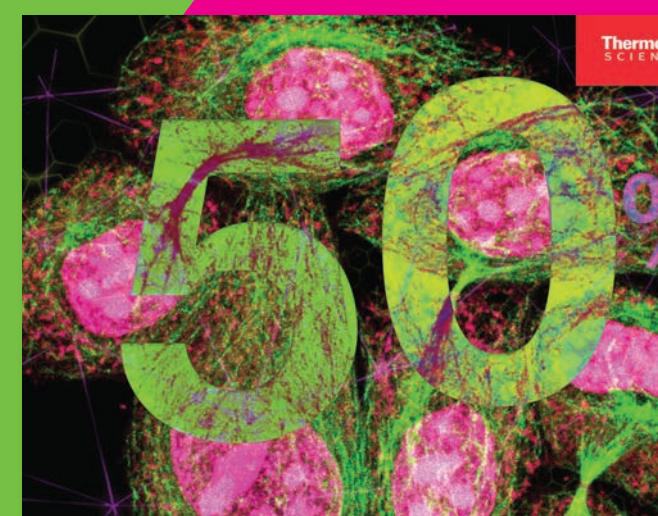
**The Challenge:** Over the years, Thermo Fisher Scientific has invested in creating an innovative, comprehensive imaging offering, but awareness among the scientific community remained low. We sought to create a conversation between Thermo Fisher and the researchers they serve to see what the community is looking for from their cellular imaging supplier.

**Our Solution:** We used real-world stats, brilliant imagery, and an invitation to researchers to share their vision for the future of cellular imaging to achieve deeper insight into the needs of this community. Using a beautifully simple tagline, "Our vision is to fulfill yours," our goal was to establish a connection then demonstrate how we have exactly what they're looking for...and more.



**Watch  
the video**

**Click here**



**Nearly 50% of researchers value  
brightness and sensitivity<sup>1</sup>**

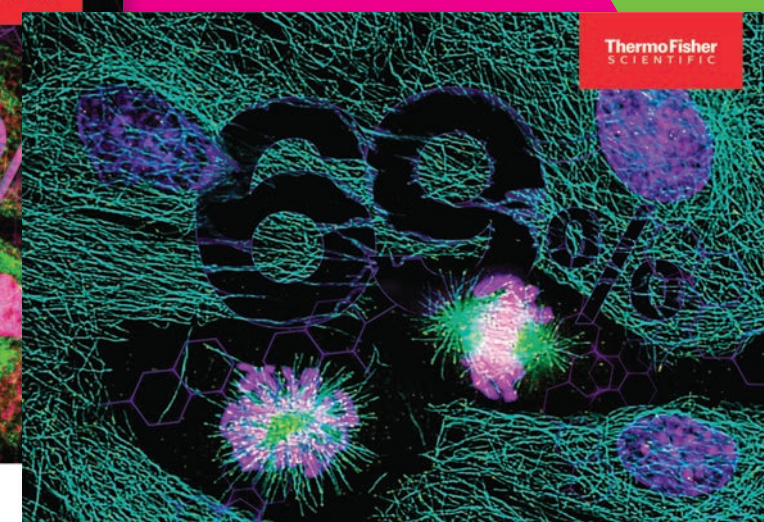
Does the other half just like being in the dark?

It's time to shed light on your imaging needs. Our commitment to developing innovative, end-to-end cellular imaging solutions starts with our commitment to you. We've become a trusted imaging source because we provide the quality and clarity you need in cellular analysis platforms, software, and complementary reagents—and because we can help accelerate your goals. But we want to know what you envision for your lab. Visit our web page and tell us what you envision.

Because when it comes down to it, our vision is to fulfill yours.

Join the conversation at [thermofisher.com/jointheconversation](https://thermofisher.com/jointheconversation)

1. The Life Science Dashboard: Fluorescent Imaging Dashboard (North America & Europe). Carlsbad, CA: Percepta Associates, Inc. 2013-16.  
For Research Use Only. Not for use in diagnostic procedures. © 2012 Thermo Fisher Scientific Inc. All rights reserved.  
All trademarks are the property of Thermo Fisher Scientific and its subsidiaries unless otherwise specified. EXT2005 0122



**Did you know 69% of researchers don't  
look for easy-to-use cellular imaging?<sup>1</sup>**

Do they just like doing it the hard way?

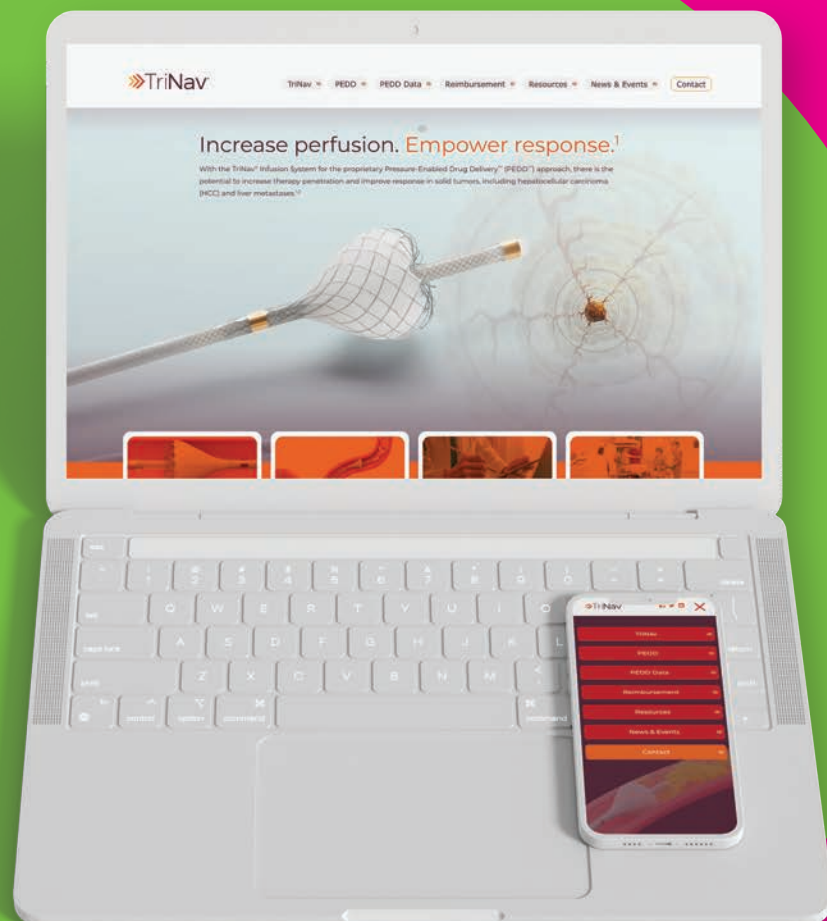
It's time to shed light on your imaging needs. As an industry leader with a long history in cellular imaging innovation, we're focused on helping you reach your imaging goals in the most efficient way possible. Easy-to-use cellular analysis platforms, software, and complementary reagents can help save time, reduce the risk for error, and achieve greater clarity. Shouldn't you expect that? We think so, but we want to understand what you're looking for. Visit our web page and tell us what you envision.

Because when it comes down to it, our vision is to fulfill yours.

Join the conversation at [thermofisher.com/shareyourvision](https://thermofisher.com/shareyourvision)

1. The Life Science Dashboard: Fluorescent Imaging Dashboard (North America & Europe). Carlsbad, CA: Percepta Associates, Inc. 2013-16.  
For Research Use Only. Not for use in diagnostic procedures. © 2012 Thermo Fisher Scientific Inc. All rights reserved.  
All trademarks are the property of Thermo Fisher Scientific and its subsidiaries unless otherwise specified. EXT2005 0122

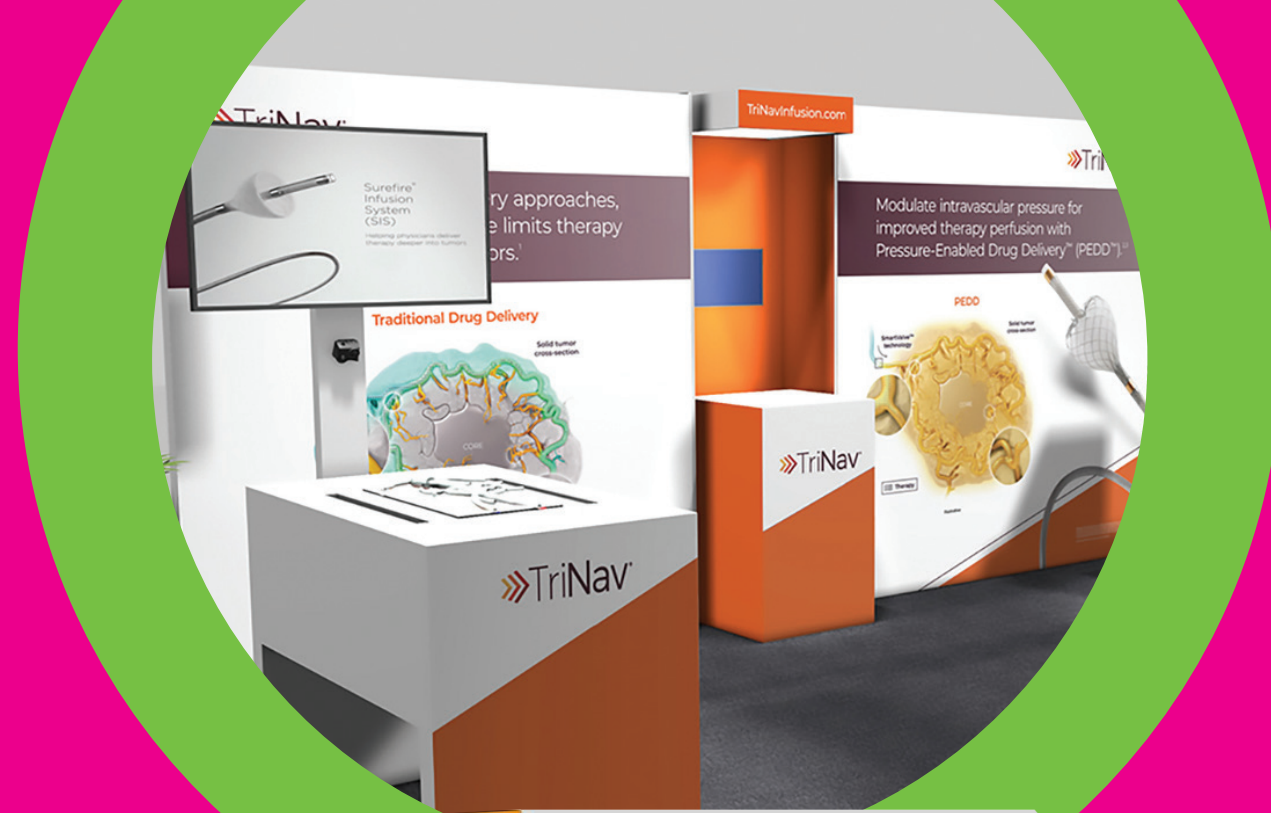




**The Challenge:** The TriNav® Infusion System from TriSalus Life Sciences® is an innovative device that can improve treatment response in solid tumors, including hepatocellular carcinoma and liver metastases. Sounds great but this groundbreaking catheter and the science behind it was relegated to a single scrolling web page that did nothing to show surgical oncologists and interventional radiologists what exactly it did.

**Our Solution:** Dismantle the convoluted web page, decipher the science to make it easily digestible, and put everything back together in an understandable way. The result is a website that is streamlined, professional, and actually pretty cool.

**See the campaign**







JOIN US

## See the Power of Clarity in Full Bloom

Join us at ASM for our presentation:  
**A Breakthrough in the Diagnosis of Infectious Diseases Using Microbial Cell-free DNA**

**James Dunn, PhD, D(ABMM)**, Texas Children's Hospital and Baylor College of Medicine  
**John Farrell, MD**, OSF System Laboratory and University of Illinois College of Medicine  
**Tim Blauwkamp, PhD**, Karius

Industry & Science Showcase Theater North, Exhibit Hall  
 Saturday, June 22, 11:00 am-11:45 am

Meet with the Karius Medical & Scientific Team  
 Text **CLARITY** at 41411

We are also presenting **5 abstracts** on the use of the Karius Test for endocarditis, prosthetic joint infections, and quantitative viral monitoring.

# KARIUS

**The Challenge:** When Karius launched its diagnostic test under the same name as its company, the overlap caused confusion and slowed adoption. The brand needed a distinct identity that clearly communicated how its innovative technology delivers fast, accurate results — and positioned Karius as a true leader in infectious disease diagnostics.

**Our Solution:** Building on the corporate tagline, “Clarity at Speed,” we created “Clarity in Bloom,” a visually striking campaign inspired by the beauty of nature and the precision of science. Marrying magnified pathogens with delicate blossoms, the creative symbolized rapid discovery and elegant simplicity. Because even in the world of microbes, clarity deserves to bloom.

See the work





# Z ZORYVE® (roflumilast)

See the  
work

Click here



**The Challenge:** In dermatology, steroids have long been the default — trusted, familiar, and overused. Arcutis Biotherapeutics set out to challenge that status quo with **ZORYVE**, a once-daily topical offering efficacy without the compromises of steroids. Our job was to convince dermatologists and patients alike that innovation could look — and feel — different.

**Our Solution:** SFC Group helped Arcutis shift the conversation from treatment to transformation. By humanizing the science and elevating the tone, we created a campaign that was less about conditions and more about confidence — showing what life could look like when skin felt like skin again. Through elegant creative and cohesive storytelling across channels, ZORYVE emerged as a modern, meaningful alternative to the conventional.







**!serious  
about  
you**

**See  
what  
we're  
capable  
of @**  ***SFCserious.com***



**855-SFC-GRP1**  
(855-732-4771)



**info@sfcgroup1.com**