

**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.**

**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.**

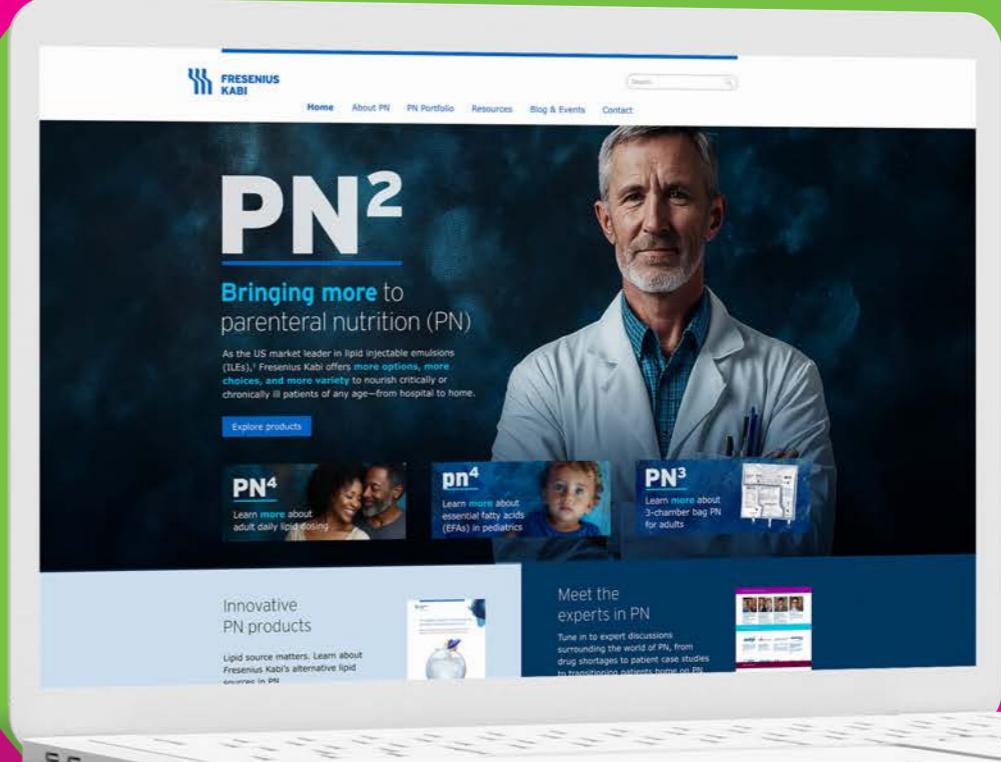
**NO
SURPRISES.**

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



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.

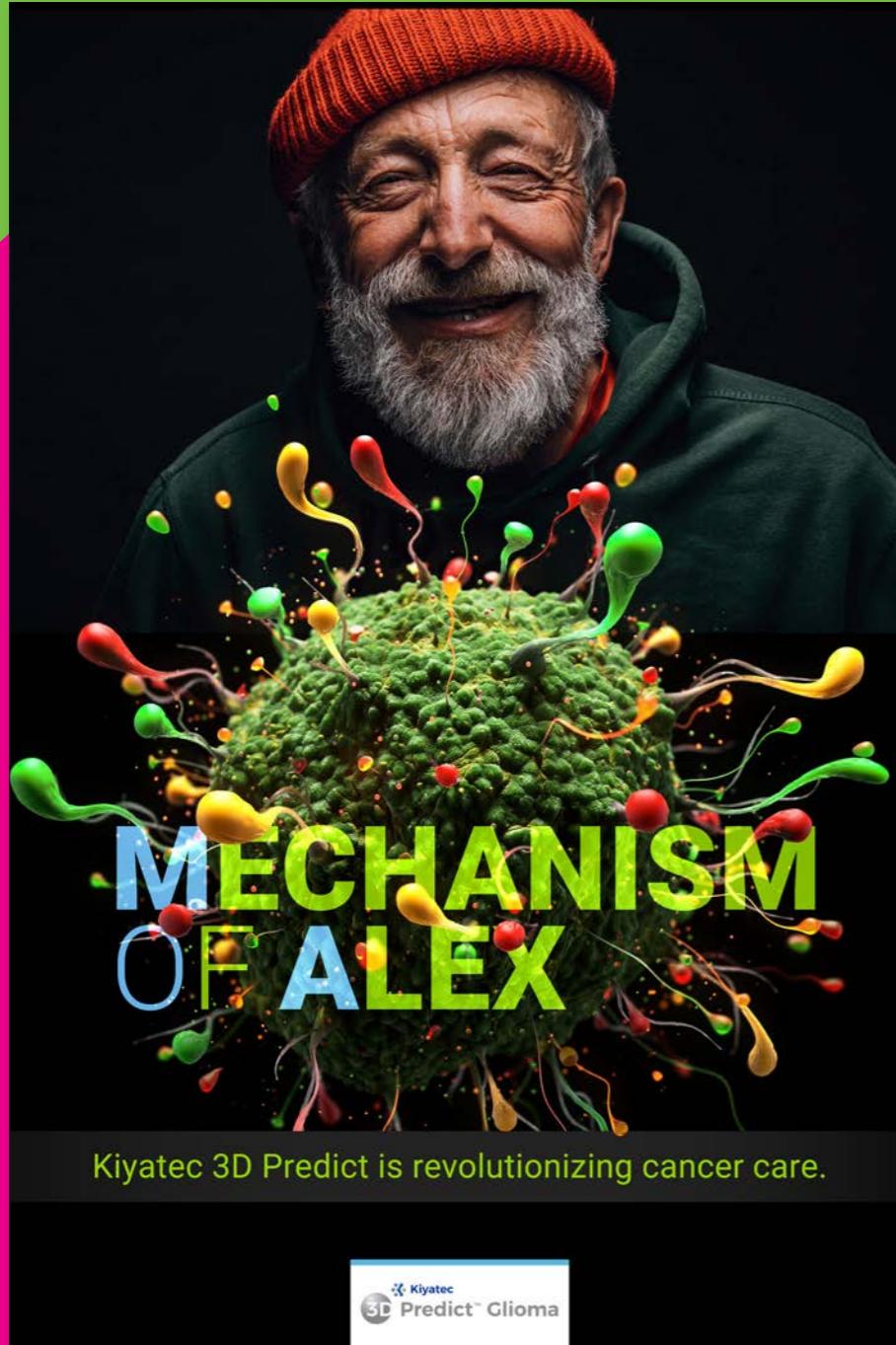
Our Solution: We developed More Than PN, a platform that reinforces Fresenius Kabi's position as the most complete PN portfolio on the market. Using a bold, minimalist design centered around an iconic "PN" headline and superscript numerals, the campaign showcases the depth of the brand's offering. Through 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



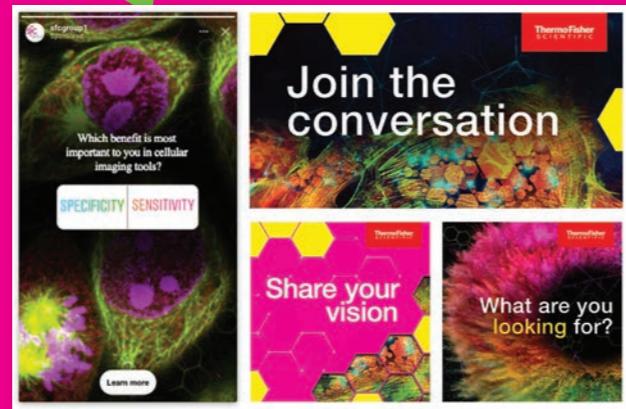


The Challenge: For more than two decades, there have been no real breakthroughs in how brain cancer is treated. While genetic testing has advanced, functional precision oncology — testing live patient tumor cells against therapy options — remains largely unknown. Kiyatec needed to build national awareness 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





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



Nearly 50% of researchers value brightness and sensitivity¹

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

1. The Life Science Dashboard: Fluorescent Imaging Dashboard (North America & Europe). Carlsbad, CA: Percepta Associates, Inc; 2013:16.

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Did you know 69% of researchers don't look for easy-to-use cellular imaging?

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

1. The Life Science Dashboard: Fluorescent Imaging Dashboard (North America & Europe). Carlsbad, CA: Percepta Associates, Inc; 2013:16.

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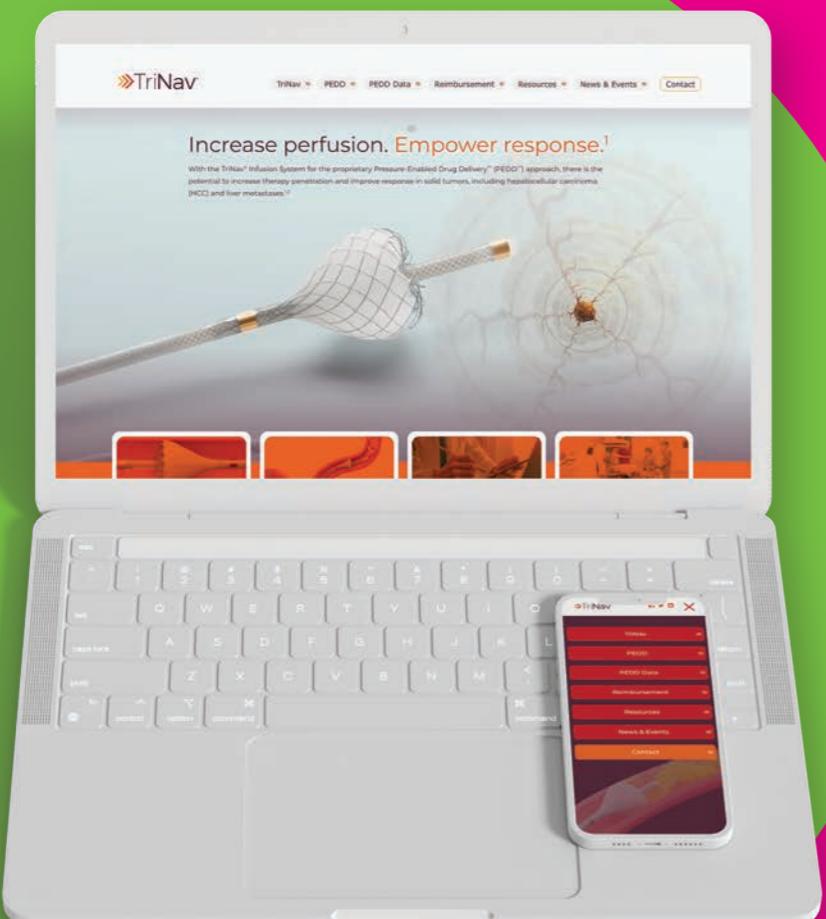




The Challenge: The TriNav® Infusion System from TriSalus Life Sciences® is an innovative device that can improve treatment response in solid tumors, including hepatocellular carcinoma and liver metastases. Sounds great but this groundbreaking catheter and the science behind it was relegated to a single 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

KARIUS clarity at speed™

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

Click here



KARIUS

Discover Clarity in Full Bloom

Pathogens can be hard to uncover—find them fast with the Karius® Test.

The Karius Test is a non-invasive blood test based on next-generation sequencing of microbial cell-free DNA (mcfDNA) that identifies and quantifies pathogens. Diagnose infections with clarity and confidence and get your patients back to health faster.

KARIUS TEST

Z ZORYVE® (roflumilast)

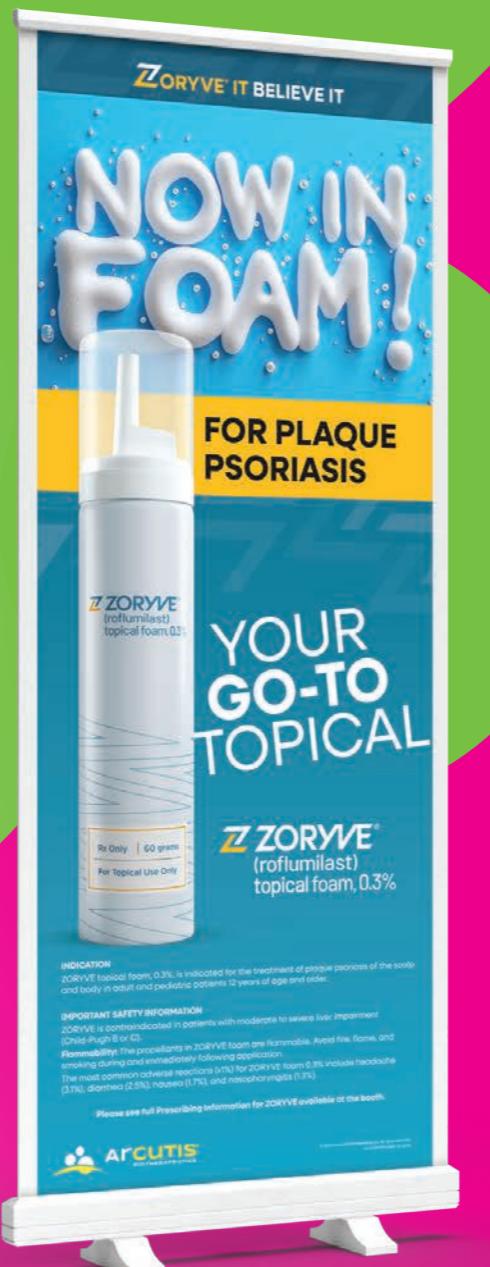
See the work

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.





See
what
we're
capable
of @ 
SFCserious.com



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