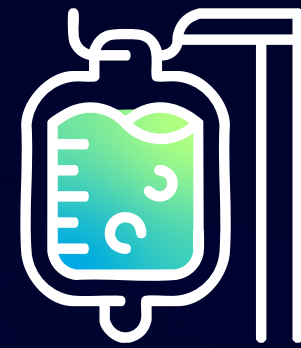


# HealthyDose



**Your Dose of Healthcare Intelligence.  
Stay informed. Stay sharp. Stay ahead.**

## A Healthy Dose of Rethinking “Impact”

Impact is everywhere right now, but with so much buzz, it's worth pausing to ask: are we all thinking about it the same way? In a sea of metrics, mission statements, and marketing buzzwords, “impact” risks becoming just another empty phrase. That’s why HCG, an Omnicom Health company, is taking a closer look, offering a fresh framework that challenges how we define and evaluate impact in medical communications. As marketers, our ability to prove measurable value isn’t just important—it’s essential to where our industry is headed. Before diving into your next brand plan, take a moment to reflect: **How are you evaluating impact today?**

## HCG’s Approach to Impact

In today’s medical communications landscape, “impact” has become a headline term. Yet, the industry continues to grapple with foundational questions: **what does impact actually mean and how do we meaningfully evaluate it?**

While activity metrics are attainable and useful, they provide little insight into reach beyond an individual project. Conversely, mission statements provide ethos and emphasis, but their aspirational nature can be difficult to reconcile with the day-to-day work. Between these elements lies a critical gap—one that HCG believes impact is uniquely positioned to fill.

## HCG’s Three-Step Approach to Evaluating Impact

HCG has developed a client-centered framework that avoids a one-size-fits-all approach and instead embraces **flexibility, context, and relevance**—anchored in the belief that **impact isn’t measured, it’s evaluated**.

### 1 Build on Existing Frameworks

The team starts by identifying what’s already working within a client’s current strategy—connecting their strategic foundations to operational goals that can unlock the potential of impact. Alongside clients, HCG co-develops an “impact ambition” tailored to their needs—one that speaks to an aspirational but attainable goal focused on a meaningful timeline.

### 2 Define Measures of Success

Every project aimed at delivering that ambition begins with **clear objectives and defined measurements of success through metrics and KPIs**. Setting these expectations early helps whether true value was delivered.

### 3 Measure and Evaluate (Continuously)

Measurement isn’t a box-checking exercise—it’s an ongoing conversation. HCG promotes a **test-and-learn** mindset that embraces course correction. Regular **evaluation**—grounded in real-world context—reveals the true impact of the work and the value that can be derived from it.

## Five Actions to Start Your Impact Journey

Whether your organization is impact-mature or just getting started, HCG recommends five practical steps:



**Start the conversation.** Don't wait for perfect alignment—begin asking what impact means for your team.



**Adopt a test-and-learn mindset.** Use every initiative as a chance to build smarter strategies.



**Make metrics and KPIs a habit.** Every initiative needs them—no exceptions.



**Define impact for your world.** Co-create one that fits your function, brand, and ambition, and ask questions directly about it to your target audience.



**Keep leveling up.** Sophistication builds over time. Get the basics right, then push forward.

## Accelerating the Impact of Science

At Omnicom Health, we see impact not just as an output, but as a mindset—and HCG's approach brings that to life. By translating strategic ambition into tangible outcomes, their teams help medical affairs, commercial, and publications groups connect day-to-day work to long-term value. In a landscape where “proof of impact” is becoming table stakes, HCG offers a flexible, real-world framework to guide smarter, more intentional brand planning. It's a timely reminder that impact isn't something you check off a list—it's something you build toward, thoughtfully and continuously.

### Let's Keep the Conversation Going:

If you're exploring how to evolve your definition of impact—or just want to stress test your current approach—HCG's team is here to collaborate.



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To explore the full POV on HCG's Approach to Impact, [click here](#).