

Positioning Lumanity as a Trusted Thought Leader in Life Sciences

The Challenge

Lumanity is a leading global strategic partner for biopharmaceutical companies. The organisation has deep scientific, clinical, regulatory, market access, medical strategy, evidence generation, real-world evidence, consulting, communications and commercial strategy expertise.

¹ Lumanity has a strong proposition, broad specialist capabilities and an excellent reputation. However, its external narrative needed to work harder to connect these strengths into a clearer, more consistent corporate voice for stakeholders.

In a competitive and fast-moving market, Lumanity needed communications that could spotlight its expertise, strengthen visibility with priority audiences and support a more cohesive story across corporate communications, leadership visibility and thought leadership.

The Solution

Our strategic corporate communications, product communications and thought leadership programme continues to support Lumanity in reaching stakeholders and educate them about its role, relevance and expertise, with greater clarity and confidence.

Our approach translates Lumanity's breadth of expertise into a more focused external story, positioning the organisation as a trusted partner for life sciences companies navigating the complex journey from evidence to access, adoption and impact.

Our work combines corporate narrative development, thought leadership planning, earned and paid media strategy and placement, content development, executive positioning, crisis and issues communications management and ongoing strategic counsel.

Since the beginning of our partnership, we have analysed priority industry and media themes to ensure thought leadership placement; briefed senior leaders for media interviews and commentary; identified opportunities to connect Lumanity's expertise to key healthcare issues.

Lumanity now has a stronger platform for consistent communications, building corporate visibility and reinforcing Lumanity's position as a specialist partner across the life sciences ecosystem.



7

Thought leadership placements secured in target media

2,260

Media placements secured inclusive of syndications, paid and earned media

514mn+

Combined reach of media coverage

4

Successfully delivered media briefings across the senior team

1

Successful execution of a marketing webinar with significant ROI

PharmaTimes

online

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Lumanity and Parker Institute partner to support delivery of new immunotherapies

by Ella Day | 29th May 2025 | News

SILICON VALLEYS JOURNAL

AI in Life Sciences Without Governance is a House of Cards

Using AI-driven synthetic personas to take your insights further

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WEBINAR

Using AI-driven synthetic personas to take your insights further

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Expert Directed Applied Intelligence: Redefining AI in Life Sciences

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SEARCH

STORY - Wednesday, 13 May 2026 - 15:55 GMT

White House estimates on MFN savings potential under scrutiny

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SEARCH

STORY - Thursday, 14 May 2026 - 15:55 GMT

U.S. reference pricing 'here to stay' but questions remain on codifying MFN into law

Summary: U.S. Reference Pricing: The U.S. administration is serious regarding the need to codify MFN into law, but questions remain on how to do so. The U.S. administration is serious regarding the need to codify MFN into law, but questions remain on how to do so. The U.S. administration is serious regarding the need to codify MFN into law, but questions remain on how to do so.

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From The Editor | June 8, 2026

AI And Data Pull CDMOs Into Pharma's Commercial Strategy

By Louis Garguilo, Chief Editor, Outsourced Pharma

The distance between external API producers and full-finish experts, and the commercial apparatus of their pharma customers, has lessened.

While powerful drug developers/producers, pharma organizations identify equally as astute commercial sales and marketing organizations. Now they require pervasive strategies to get their drugs and therapies directly to consumer-slash-patients.

Influencing all forms of marketing/sales today is the amount of data that can, and so is generated, and how that data is interpreted and communicated to constituents (starting with the regulatory bodies).

Moreover, clearer overall value analyses derived from early development processes and initial productions is enabled by artificial intelligence tools, and advanced CDMOs.

Jon Williams, CEO, Lumanity, an organization focused on value demonstration, says pharma's "sales and marketing muscle has dominated the commercialization agenda, but that must change to a world where evidence of defined value matters more."

This reflects a desire to integrate development strategy with commercial decision-

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SEARCH

STORY - Thursday, 14 May 2026 - 8:55 GMT

Experts question 'assumptions' made by White House on savings potential of MFN prices for existing drugs on Medicaid

Commentary | Articles | April 8, 2026

Pharmaceutical Executive

Pharmaceutical Executive: April 2026 | Volume 46 | Issue 3

Why Advisory Committees Remain Essential in an Era of Complex Medicines

Author(s) Kate McCarthy

Listen 00:01 / 3:02

Diminishing the role of independent, outside experts in FDA decision-making weakens the drug review process.

Last month, a senior FDA official dismissed advisory committees (AdComs) as "costly," "slow," and defined by "pomp and flash." The unnamed official suggested that the pharmaceutical industry uses "slick presentations" to obscure facts and cast doubt on the integrity of the independent panelists themselves. Having spent the past 25 years working alongside scientists, statisticians, and clinicians preparing programs for health authority review, with the explicit aim of bringing safe, effective treatments to patients, I respectfully but strongly disagree.

Navigating complexity to find value

Modern drug development is rarely black and white. We are seeing increasingly complex therapies, especially for rare diseases, where traditional endpoints may be harder to define.

In these gray areas, an advisory committee can be essential; it allows for a real-time debate on the benefit-risk profile that a written application simply cannot capture. If a sponsor arrives with muddled messaging, the meeting falls everyone.

Preparation ensures that the "totality of the evidence" is communicated clearly. This clarity allows the experts to focus on science rather than struggling to decipher the charts. Ultimately, this ensures that a



Kate McCarthy, Pharmaceutical Executive

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The Future Impact of the Inflation Reduction Act (IRA) on Pharma Drug Pricing

Eugenia Petrova

LAST UPDATED : MAY 01, 2026



The Inflation Reduction Act is moving from policy to practice, with CMS expanding drug price negotiations and reshaping how pharma approaches pricing, access and innovation in the US and beyond. This report examines how manufacturers, payers and advisors are adapting to a multi-cycle negotiation framework that is increasing pricing pressure while raising the bar for evidence and value demonstration.

MedPath

Trials Products Organizations News Research

Home > News > Lumanity and Parker Institute Form Strategic Alliance to Accelerate Cancer Immunotherapy Development

Medical News | May 28, 2025 | 3 min read

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The team at MD Health have been absolutely invaluable partners for us over the last year as we've tackled some mission critical activities.

They've helped us promote our new positioning, new offerings, and build a more robust market presence in an increasingly dynamic and challenging environment. They were hard at work before we even had a contract signed, and the results were instantaneous.

Their expertise comes through in every engagement, every meeting, and every piece of material. Their approach is pragmatic, flexible, professional, and always organized and on point. Most importantly they are true strategists and thought partners for us.

I know I can go to the MD Health team with questions, ideas, hopes and dreams and they're going to help me think through them and make something out of them. With their help we're climbing mountains that we couldn't climb on our own.

Peter Marangos, Chief Marketing Officer
Lumanity