Brand strategy.
Field execution.

PHYRETA™
BIOCOMMS
YOUR THERAPIES, OUR STORIES

Pharmaceutical marketing consultancy
and creative communication

YOUR THERAPIES, OUR STORIES

The gap we help clients close

Brand intent	The positioning is clear in the brand plan, but the field conversation can lose its focus.
Creative delivery	Materials communicate information, but representatives still need a clear call objective.
Execution visibility	Activity reports count calls, but teams need to understand message use and customer response.
Feedback into strategy	Field insights need a regular route back into campaign and brand decisions.

Our strategy to execution model

01 Diagnose	Review the brand, customer barriers and field realities.
02 Decide	Agree on priority audiences, positioning and the intended customer action.
03 Equip	Develop approved content, call guides and training for the teams delivering it.
04 Activate and learn	Support rollout, review execution and refine the programme using field feedback.

One agreed brief connects the brand team, creative work and field managers.

Marketing consultancy

Business diagnosis

Brand and portfolio reviews

Customer and competitor mapping

Launch readiness assessment

Strategic choices

Segmentation and prioritisation

Positioning and value proposition

Launch or growth roadmap

Management support

Brand planning workshops

Campaign and budget prioritisation

Ongoing marketing advisory

Typical output: a prioritised brand action plan with owners, milestones and measures.

Brand strategy with an execution brief

Audience	Who should the team prioritise, and what barrier are we trying to address?
Message	What should the audience understand, supported by which approved evidence?
Action	What should the representative do during the call and in the follow-up?
Measurement	What observation or result will tell us whether the approach is working?

Creative and scientific communication

Brand expression

Campaign concepts

Brand narratives and message hierarchy

Visual identity and design systems

HCP communication

Visual aids and e-detailing content

Evidence summaries and presentations

Educational meeting materials

Patient education

Plain-language educational resources

Disease awareness content

Journey and support materials

Content development follows the agreed evidence base and client approval process.

Field teams need more than a visual aid

Call planning	Segment-specific objectives and a clear opening for the customer conversation.
Conversation tools	Message sequence, evidence navigation and approved responses to objections.
Practice and coaching	Launch training, role plays and manager observation guides.
Follow-through	Approved follow-up content, next-action prompts and structured feedback capture.

Connected customer engagement

Before the interaction

Choose the audience and purpose.

Align the representative, meeting or digital touchpoint to the same message.

During the interaction

Use the approved content suited to that channel.

Capture the question or barrier that matters.

After the interaction

Provide relevant approved follow-up.

Record the next action and feed insights into the brand review.

Channel choice follows customer needs and client permissions.

Illustrative programme for an oncology brand

Example engagement, not a client case study

Starting challenge	The brand team needs a more consistent value story across priority accounts.
Our work	Review barriers, refine the narrative and develop a visual aid with a field call guide.
Activation	Train a pilot group, support manager coaching and collect structured field feedback.
Review	Assess message delivery, asset use and customer questions before wider rollout.

A proposed 90-day engagement

Days 1 to 30

Discovery and brand diagnosis

Stakeholder interviews

Priority decisions and an agreed execution brief

Days 31 to 60

Concept and content development

Client review cycles

Field tools and training preparation

Days 61 to 90

Pilot activation

Manager feedback and review

Refinements and rollout recommendation

Illustrative timing. Scope, data availability and approval cycles determine the final schedule.

Measurement that informs decisions

Readiness	Approval status, training completion and demonstrated message understanding.
Execution quality	Priority audience coverage, asset adoption and manager-observed call quality.
Customer response	Questions, engagement and agreed follow-up actions captured through approved channels.
Commercial progress	Client-provided brand or account trends, interpreted alongside access and market changes.

We agree on a baseline, metric definition, owner and review cadence before activation.

Clear ownership through delivery

Client brand team	Sets objectives, supplies business context and makes final commercial decisions.
Phyreta Biocomms	Leads agreed consultancy, creative development and execution support.
Client review teams	Review evidence, claims and materials before release.
Field leaders	Own field deployment and coaching, with a regular feedback route into the project.

Ways to work with us

Strategy assignment

A defined business question.

Examples: brand review, positioning workshop or launch plan.

Deliverable-based scope.

Campaign programme

A specific brand or launch initiative.

Strategy, creative assets, training and pilot support.

Milestone-based delivery.

Ongoing consultancy

A continuing marketing partnership.

Brand reviews, creative direction and execution improvement.

Agreed monthly priorities.



CO-FOUNDER

Shubhashlok Dwibedy

A decade in pharmaceuticals

Experience across sales, marketing, oncology and commercial leadership.

Career roles with Novartis Oncology and Lotus Pharmaceutical, including country leadership responsibilities in the Philippines and regional marketing experience across Southeast Asia.



CO-FOUNDER

Prarthita Mukherjee

Corporate Communication Consultant

Her role at Phyreta

Shaping clear corporate narratives and stakeholder communication.

Supporting leadership messaging, presentation development and communication capability.

Let’s make your brand strategy work in the field.

Your next brand challenge. Our starting point.

A focused conversation to define the opportunity,
the message and the execution plan.

Shubhashlok Dwibedy

Co-Founder

Prarthita Mukherjee

Co-Founder and Corporate Communication Consultant