

# Muse

## Influencer Engagement Inspired By Health



In the ever-evolving world of health and wellness, celebrities, influencers and digital opinion leaders are the new muses that hold the power to shape perceptions, stir engagement and inspire action to make a meaningful impact on community health.

**Muse**, an integrated global practice purpose-built for healthcare brands, brings together our award-winning celebrity and influencer offerings and combines the science of AI-powered technology and the art of storytelling to harness these influential voices.

Underpinning Muse is our proprietary Compass methodology, a healthcare-specific approach designed to deliver intelligence, insights, alignment and activation specifically for brands and organizations in the healthcare sector.

Helmed by a team with decades of experience in celebrity and influencer engagement and a deep understanding of the healthcare regulatory landscape, Muse ensures that campaigns are not only impactful, but also adhere to compliance standards.

## Muse Services

### Celebrity Partnerships

We find authentic alignment between healthcare brands and influential personalities, crafting strategic partnerships that defy expectations and deliver extraordinary results.

### Influencer Collaborations

We are not just about healthcare influence — we are about healthy influence. We forge impactful partnerships with influencers who empower their followers to take control of their health and make informed, fact-based decisions.

## Our Capabilities

### Strategy and Planning

### Research, Conception and Campaign Execution

### Talent Partnerships, Negotiations and Contracting

### Talent Liaison

### Patient, Healthcare Professional, Lifestyle, B2B Influencer Strategies and Engagements

### Paid Integrations and Strategic Partnerships

### Events and Experiences

### Gifting and Product Placement

### On-Site Activation Support

### Measurement

Ready to harness the power of influence for your health brand? *Contact Us.*