

## Learn more about some of our partnerships

### Skin and Blister – Healthcare Communication Agency

In April 2017 an industry event in London led to a meeting of minds – where one of our procurement teams met the founders of a women-owned Healthcare Communication Agency called Skin and Blister. Katie Langdon and Fiona Edwards, joint co-founders of Skin and Blister discussed their mission “to put the care back into healthcare communications”, their business model and showed a resolve to provide a diverse business. They were seeking a client prepared to take a risk in a risk-averse industry.

Skin and Blister’s working model is centred equally around client and employees. The team work remotely from home, from each other’s homes or in the office, as and when they need to. They use all the technologies available to ensure they remain connected, even though they’re often miles apart. The model was designed to offer opportunities for flexible working, often to women trying to dovetail career and other commitments. At Skin and Blister, the team is encouraged to fit work around their personal lives and is trusted to meet deadlines, allowing them to decide when, where and how they best work.

In July 2017, the UK procurement team needed to find a creative partner to lead the launch of a new product. Skin and Blister pitched against much larger, more established “corporate” agencies and won the account on the basis of the selection criteria and their inclusive, entrepreneurial approach. The contract was set up with some amended commercial terms, in order not to put undue pressure on this new and growing business.

### What has been the impact for Roche?



Having a smaller, more agile agency has really benefited Roche. The flexible working policy that Skin and Blister adopts meant we were able to have access to the agency over a longer period of the working day. We also benefit from having a highly engaged, supremely talented team at Skin and Blister – many of the employees are parents who have had to leave previous roles due to a lack of flexibility in working practices. Using an empowered, agile agency meant the team at Skin and Blister achieved delivery of the

brief in five months (a month ahead of schedule). And the success of this launch has created an exciting partnership that both parties trust.

“The opportunity to work with Roche has changed our business dramatically. Getting a foot in the door of a large, well-respected corporation, and a chance to compete with other agencies, despite being a start-up, gave us a massive confidence boost. Roche allowed us to prove ourselves, and the positive ripple effect is that we have grown our Skin and Blister team. Roche has given us fantastic support and we are looking forward to continuing to work together in the future.”

**Katie Langdon and Fiona Edwards, founders of Skin and Blister**