![Xavier creativehouse logo]

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Xavier Creative House Redefines Approach to Healthcare Branding

Virtual creative agency offers a personalized approach to customized end-to-end creative services.

April 13, 2016 – Philadelphia, PA - Xavier Creative House (XCH) is a virtual creative agency specializing in the pharmaceutical, medical device, biotech and healthcare industries and is redefining how clients build healthcare brands, while helping them stand out in an increasingly crowded marketplace.

Using an agile business model and a global pool of talented, experienced marketers, XCH provides tailored and customized end-to-end creative services that align the creative product with the client's strategy and positioning. Managing Partner Sunny Beth White and Chief Creative Officer Tara Powers hand-select a custom project team for each client from XCH's network of strategists, master storytellers, designers, copywriters, UXperts, filmmakers, programmers and account managers.

Once assembled, the project team works in a collaborative environment to serve the specific needs of each client, whether that is formulating brand identities, implementing product launches, producing print advertising, designing digital communications or brainstorming award-winning creative campaigns.

"Every client has unique needs and demands for their brand," said Powers. "Above all else, we strive to understand and nail down the strategy first, then develop unique and creative multichannel solutions that will capture the attention of specialty healthcare providers."

Because of its virtual business model, XCH is a nimble operation, offering clients the same services as traditional ad agencies, while still extending its focus on individualized attention and customized brand plans. Much more than a boutique niche agency, XCH has built a strong roadmap for success that includes integrated technology, a sustainable and repeatable process and personalized high-performing teams. This allows XCH to stay true to its core creative mission while continuing to provide the exceptional customer experience its clients have come to expect.

XCH's unique approach to brand-building has led to rapid growth and many early successes. XCH has helped several companies find a foothold in the market, including ApothiCare 360, Elevate Healthcare Marketing, Elsevier, Teva Pharmaceuticals, Valley Health System and WellNow.

In addition, the XCH team offers extensive experience in the healthcare space, with a particularly strong background in pharmaceutical marketing that crosses over numerous therapeutic areas. In previous capacities, members of the senior management team have helped develop award-winning creative and executed successful brand campaigns for AstraZeneca, Bayer, Merck, Novartis, Schering-Plough and more.

About Xavier Creative House
Founded in 2012, Xavier Creative House (XCH) is a virtual creative agency specializing in the pharmaceutical, medical device, biotech and healthcare industries. The word "Xavier" comes from an ancient word meaning "New House," which embodies the unique approach XCH takes when assisting clients with their brand-building needs. In addition to offering clients creative healthcare marketing fueled by powerful metrics and data analysis, XCH also specializes in outside-the-box thinking and new and dynamic approaches to healthcare brand-building. The Women's Business Enterprise National Council (WBENC) has certified XCH as a woman-owned and operated business entity.

For more information, visit http://xaviercreative.com/.

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