



Diagnostics Industry Experience

Plugging into your Company's DNA

Diagnostics Solutions

Clarity that converts. Positioning that scales. Strategy that spans science and market.

From molecular diagnostics to advanced imaging and interventional robotics, we help diagnostic innovators translate complex science into compelling commercial stories. Whether you're launching a genomic assay, enabling earlier cancer detection through image-guided procedures, or scaling B2B test offerings, we support your teams with strategy, creative, and tools that drive adoption across lab, clinical, and enterprise buyer landscapes.

Living's Life Science Solutions

We combine Fortune 500 consulting expertise with award-winning agency creative to accelerate commercialization across the therapeutic lifecycle. Our senior teams plug in as an extension of your organization, bringing real-world experience from global life science companies. We adapt quickly, align execution across functions, and deliver clarity, cohesion, and measurable impact.

Therapeutic Areas We Support

-  **Biologics**
-  **Cardiovascular**
-  **Dermatology**
-  **Endocrinology**
-  **Hematology**
-  **Immunology**
-  **Infectious Disease**
-  **Neurology**
-  **Oncology**
-  **Respiratory**

Diagnostics Capabilities Overview

Consulting Services

- Brand Architecture & Messaging Development
- Market Assessment & Segmentation Strategy
- Pipeline Strategy & Product Portfolio Planning
- Go-to-Market Roadmaps & Commercialization Scenarios
- Advisory Board Engagement & KOL Mapping
- Competitive Landscape Analysis & Launch Planning
- Channel Strategy & Sales Force Alignment
- Scientific Platform & Publication Planning
- Customer Journey Mapping & B2B Engagement Strategy
- Integrated Launch Planning (B2B & Clinical Settings)

Creative Services

- Scientific Storytelling & Messaging Frameworks
- Product Brochures, Sales Sheets & Print Materials
- Video Production & 3D Explainer Animation
- Digital Ads, Social Media, & Email Campaigns
- Product Image Rendering & Visual Toolkit Development
- Website Development & SEO Strategy
- Infographics & Data Visualization
- Multi-format Brand Campaigns
- Congress Booth Design & Experience Content
- Mobile Apps, Companion Tools, and Lab Demos

Our Clients

