Engineered impact

Healthcare experiential marketing

Company profile



SPECTRA SOLUTIONS

Healthcare is our focus.

We connect strategy, design and delivery.

A healthcare experiential marketing agency serving pharma, medtech and healthcare organizations across KSA, UAE and the wider GCC.



Healthcare specialization

Strategy-led execution

Premium delivery

GCC expertise

The Spectra method



Engage

Meaningful interactions with HCPs, patients and decision-makers.

Educate

Complex science and brand messages made clear and memorable.

Convert

Measurable outcomes and lasting relationships.

Our capabilities

Exhibition booths & patient activation





01 Exhibition booth design & production

Immersive spaces designed for qualified HCP traffic, meaningful interactions and premium brand presence.

02 Patient activation programs

Purpose-driven experiences that simplify information, educate and empower patients.

Our capabilities

Healthcare campaigns & events





03 | Healthcare campaign execution

Integrated activations aligned with brand strategy, medical messaging and market dynamics.

04 | Event & experience management

Congresses, product launches, medical events and engagement programs, delivered with precision.

Our capabilities

Patient support & digital health



Concept illustration



Concept illustration

05 Patient support programs

End-to-end programs supporting education and adherence across the treatment journey.

06 Digital health solutions

Apps, portals and data platforms that extend engagement beyond the physical experience.

Patient support program expertise

Support across the treatment journey

We combine healthcare specialization with strategy-led execution to shape patient support programs around education, engagement and adherence.

Patient education
Simplified information and clear, meaningful touchpoints.

Patient engagement
Purpose-driven experiences that empower patients.

Adherence support
Connected support throughout the treatment journey.



Discover. Design. Execute. Optimize.

PATIENT SUPPORT PROGRAMS

White-label PSP capabilities

Connected workflows across the patient journey





Enrollment & consent

Automated enrollment, consent and compliance workflows.



Care-team coordination

Connected care teams and PSP stakeholders.



Connected care journey

Telemedicine, clinic and home care touchpoints.



Live dashboards

Visibility into outcomes, adherence and KPIs.



Reminders & interventions

Timely support for treatment persistence.



Branded deployment

Fast launch, fully branded and multi-market ready.

Digital health solutions expertise

Engagement beyond the physical experience

We connect healthcare strategy with digital experiences through apps, portals and data platforms.

Apps

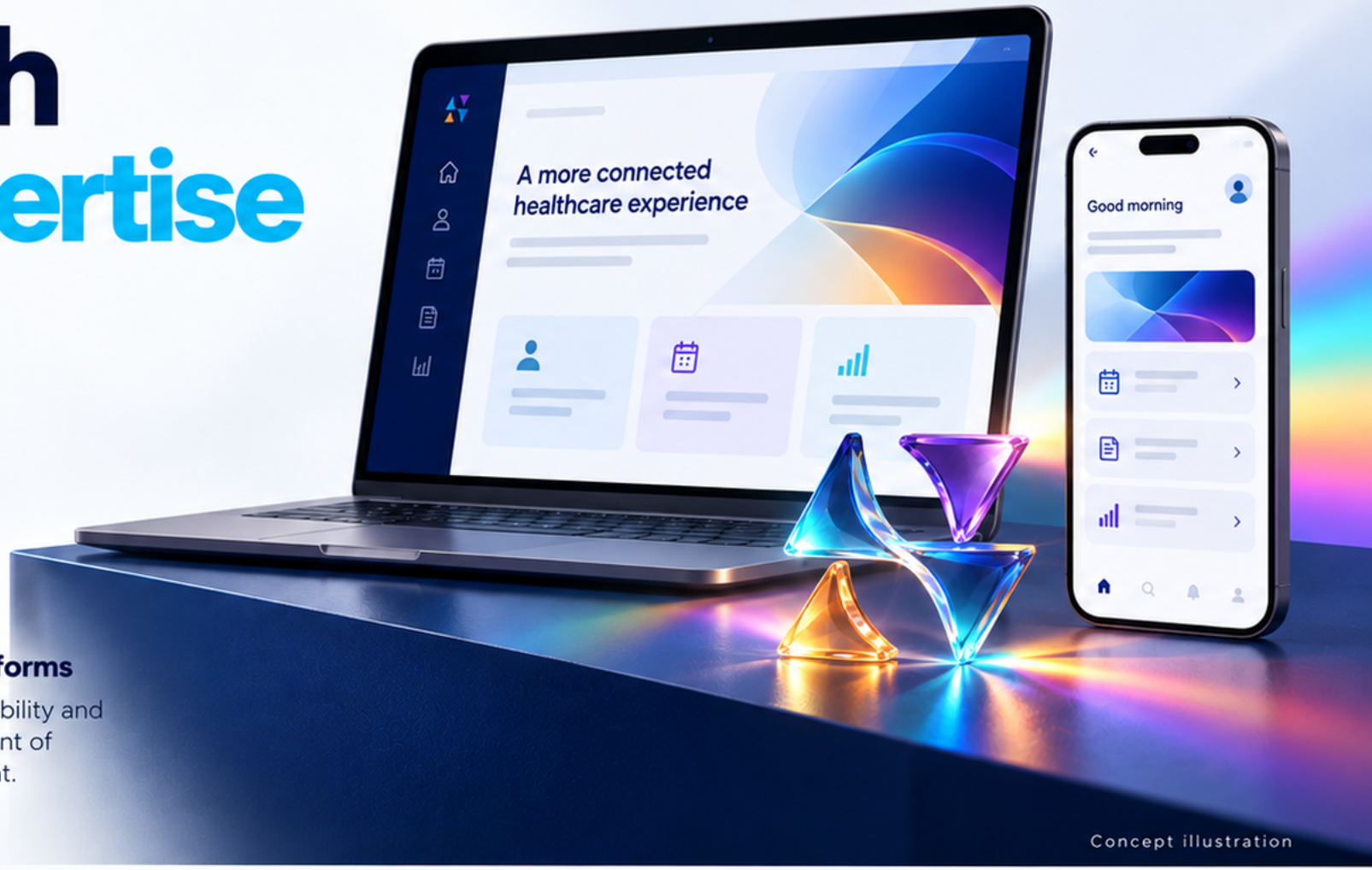
Extend patient engagement into everyday touchpoints.

Portals

Bring healthcare information into a clear digital experience.

Data platforms

Support visibility and measurement of engagement.



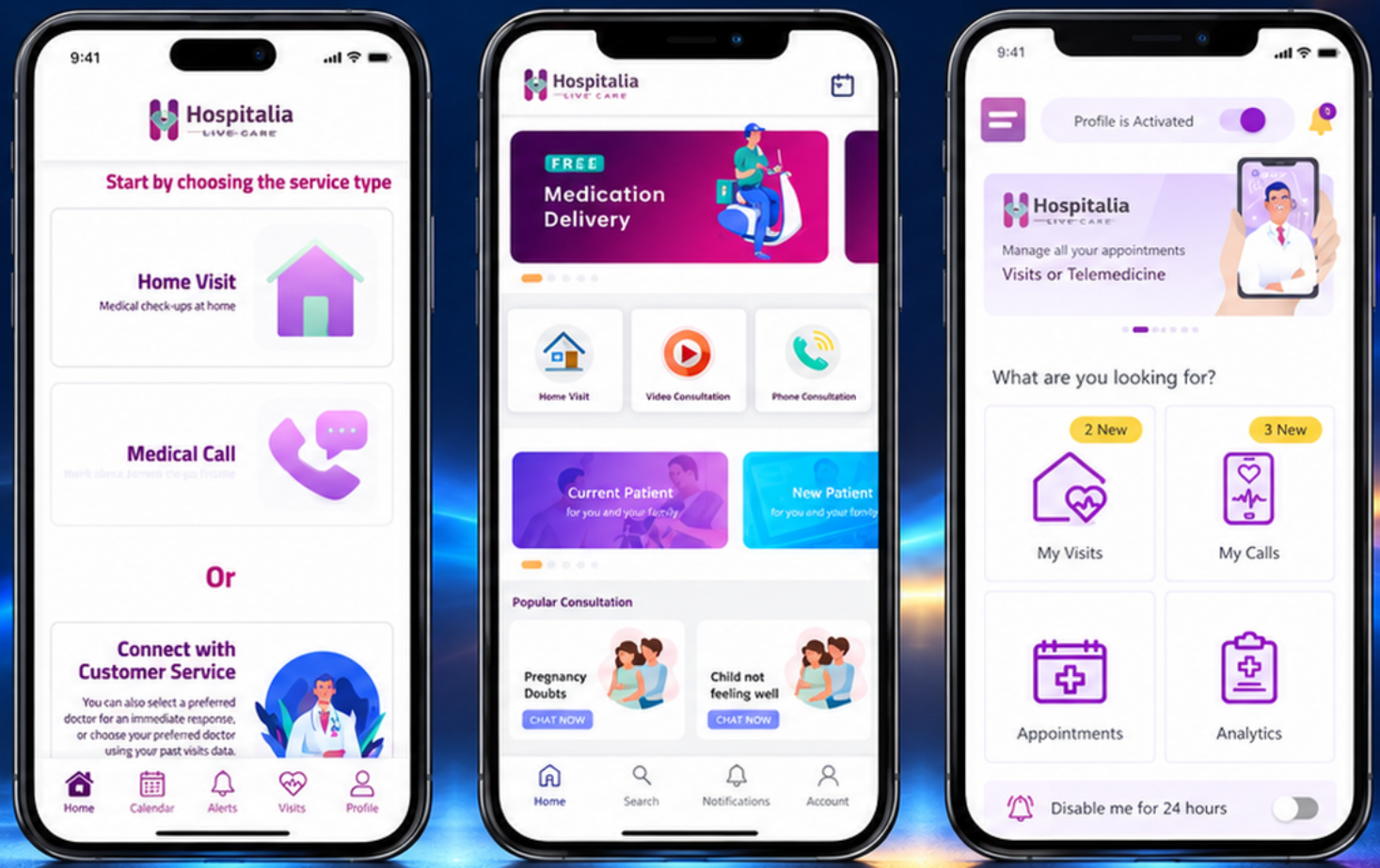
Concept illustration

DIGITAL SOLUTIONS

Digital health in action

Mobile experiences for patients and care teams

- Service selection
- Home care & teleconsultation
- Visits, appointments & analytics



How we work

01 Discover

Align on the brand, objectives, audience and market.

02 Design

Shape the experience, visual language and messaging.

03 Execute

Deliver production and activation across touchpoints.

04 Optimize

Measure impact and apply learnings to the next program.



Experience design in practice

Spaces with a clear purpose

Immersive booth journeys designed for qualified HCP engagement and premium brand presence.

Precision event delivery

Congresses, product launches, medical meetings and advisory boards.



Concept illustration

Connected patient engagement



Patient activation

Purpose-driven experiences that simplify education and empower patients.

Healthcare campaigns

Integrated activations aligned with brand strategy and medical messaging.

PSPs & digital health

Patient support programs, apps and portals that extend education and engagement across the treatment journey.

SELECTED WORK

Exhibition booths



Alrajhi Pharma



Mölnlycke



Dupixent



Tamer

Brand activations

SELECTED WORK



Interactive engagement



Immersive brand experience

Selected outcomes



3x

Qualified HCP interactions

Reported congress booth result

Pharma congress booth

A guided journey with interactive zones and sequenced messaging addressed low engagement.

Stronger dwell time and better post-event follow-up.

Patient awareness activation

Simplified education touchpoints.
Higher participation, stronger awareness and better message recall.

Medical device demonstration

Hands-on demonstrations.
Better stakeholder understanding and more qualified commercial conversations.

Our GCC footprint

Jeddah
Headquarters

Based in Saudi Arabia.
Delivering across the region.



Concept illustration

Dubai	Pharma congress experience
Riyadh	Patient education kiosk
Doha	Device demonstration zone
Abu Dhabi	HCP summit stage production
Kuwait	Wellness walkthrough
Manama	Advisory board dinner

SPECTRA SOLUTIONS

SPECTRA SOLUTIONS MEA

Our partners

Trusted by healthcare & pharma leaders across the GCC



- Sanofi
- Abbott
- Alcon
- Alrajhi Pharma
- Sudair
- Jamjoom Pharma
- Tamer Group
- LifeScan

Your next healthcare experience starts here.

Book a strategy session.

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SPECTRA
SOLUTIONS

“ Professional, precise, and deeply aligned with healthcare standards.”

— Medical Devices Marketing Lead