

The Best Of Cannes Lions Health

At this year's Cannes Lions Health, we learned one thing for sure: **health is everyone's business**. Award winners included retailers, technology manufacturers, consumer packaged goods brands, advocates, and, of course, healthcare leaders. This was the start of a true Era Of Inclusion, one in which all these creative leaders are making bold moves to make health and wellness more accessible, more open, and easier than ever.

Check out some of the great work we saw and heard.

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Marketers Prioritize Making Habit Changes at Cannes Lions Health

P&G and Thrive Global launched a new initiative at Cannes Lions Health designed to leverage behavioral science to help customers around the world live more sustainable lives. Their collaboration is all about habit stacking. Read more in this Adweek article by Leigh Householder, our Managing Director of Insights and Innovation.

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Are Doctors Humans?

Atilla Cansun, the CMO at Merck Consumer Health (now part of P&G Health), was back this year to talk about how to create brands people love. His mission: humanize the relationships between healthcare professionals and companies.

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From Design Thinking To Design Linking

Andrew Barraclough, Vice President of Global Design and Innovation at GlaxoSmithKline, laid out a new future for the role of design, positioning it as the one discipline that can breakdown silos. He shared the incredible toolset that brand leads have there today to both create for now and imagine for the future.

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Everyday Support That Changes Lives

One of the major themes in life-changing creativity at Cannes Lions Health this year was campaigns and programs invested in everyday support. Read for great programs from Eli Lilly, Bayer and Cancer@Work.

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In China: Healthcare Isn't About Care, But Cure

Jun Wu, Founder and Chairman of Cenova Ventures, shared a clear view into what healthcare is like in China today and set specific bets for the top three shifts likely to quickly change the experience of care there.

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The Value Of Entertainment In Pharma

The promotion for this talk called it the first bingeable pharma campaign. It's an incredible initiative for the hemophilia community spearheaded by Genentech that included a magician, real patients, and celebrity coaches. Yeah, it's kind of incredible.

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SYNEOS HEALTH COMMUNICATIONS

These emails are designed to give you the latest thinking on the changing consumer expectations of marketing and health experiences, how leading brands are keeping up, and the important political and regulatory shifts that impact the context and content of healthcare communications. Brought to you by the experts at [Syneos Health Communications agencies](#).

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