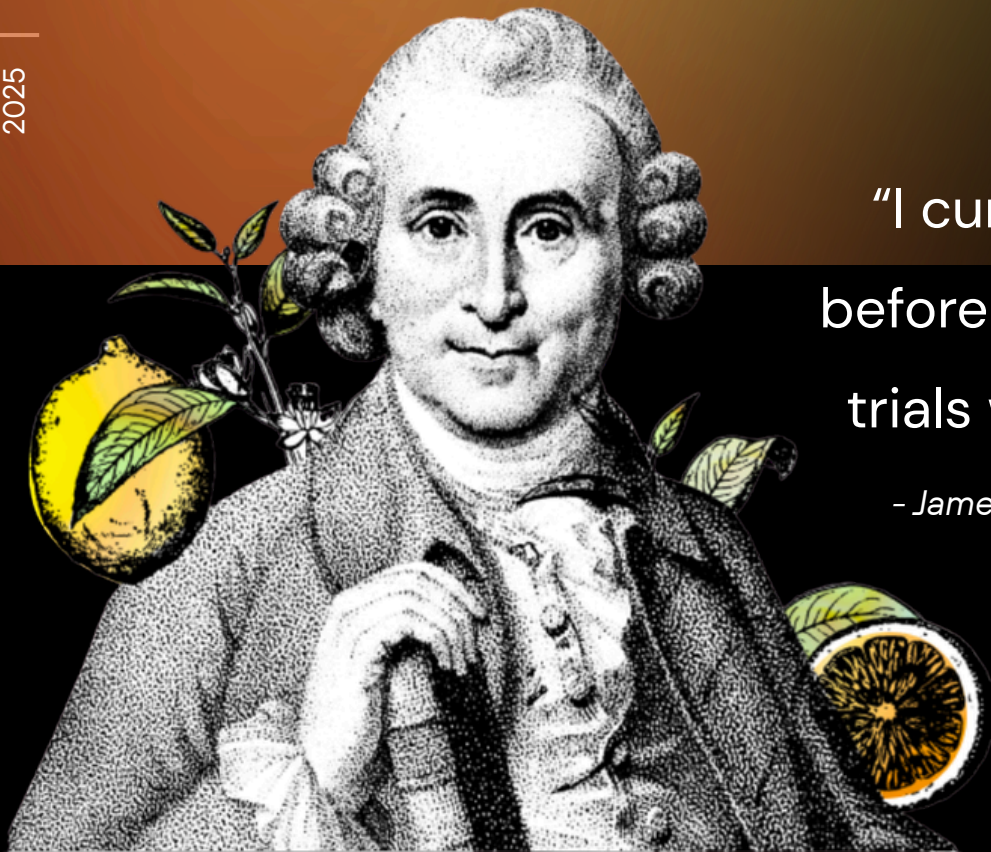


# Content Strategy Example

## *Women's Health*

2025 | Victoria Frankel



"I cured scurvy  
before randomized  
trials were cool."

- James Lind, probably

# Brand Strategy

The modern CRO landscape is overrun with sameness: sterile copy, rigid compliance language, and process worship. Lindus Health is flipping the script, bringing warmth, wit, and clarity into a space long dominated by cold acronyms and even colder websites. Lindus Health is the Anti-CRO that delivers serious science but with a human pulse.

Competitors position CROs as a service. Lindus Health is a *partner in crime*, ready to collaborate, position, and enhance clinical research with expert knowledge that positions scientific innovations with both evidence and impact.

Building on the current tone of intelligence, playfulness, a nimble-startup-anti-corporate mentality that builds in room for collaborative and strategic problem solving, Lindus Health has an incredible opportunity to be a disruptor against the grain of the "industrial CRO complex".

In targeting the broader market audience, expect to see language that's as fresh as it is fruitful.

"They called it scurvy. I called it *an unmet medical need.*"

- James Lind,  
probably



## General Messaging

"Clinical Impact: now available without side effects."

"Turning sour CRO shortfalls into something a little more refreshing."

"Meaningful Evidence. Freshly squeezed."

# Women's Health Market Persona

In this project, Women's Health seemed an ideal market to target because it demands both rigor and empathy. It's where the human side of science meets the urgency of equity and where Lindus Health is demonstrating *well* that impact isn't theoretical, it's personal.

"Imagine curing scurvy and not even getting a LinkedIn badge."

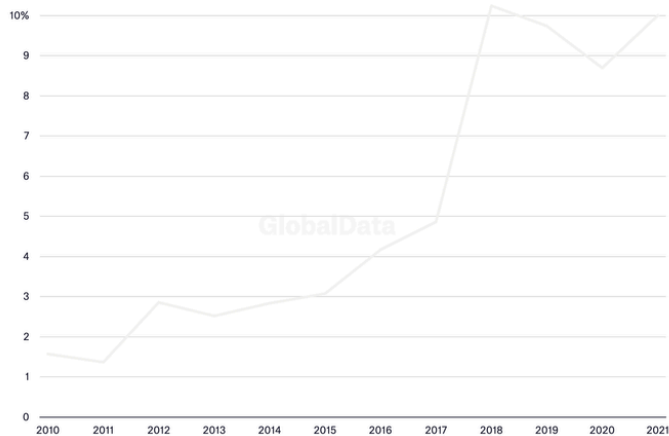
- James Lind, probably

🗣️ Top Lead Generation Voice



## Decentralisation in women's health trials has risen sharply since 2017

Percentage of women's health trials in high-income countries utilising decentralised elements, by trial initiation year



Source: GlobalData

## Market Growth

Global Women's Health market now exceeds \$47 billion (2024), with projections nearing \$70 billion by 2030. Investment in femtech companies developing technology and therapeutics focused on women's health has surged more than 3,000% since 2010.

## The Market

In the past 15 years, Women's Health has transformed from an overlooked subcategory of medicine into one of the fastest-growing frontiers of biotech and medtech innovation. What began as a push for reproductive health technologies has evolved into a multi-dimensional industry addressing menopause, fertility, mental health, cardiovascular risk, autoimmune disease, and chronic pain and expanding a variety of industries from digital health to pharmaceutical and diagnostic breakthroughs.

**Tapping into current trends to help provide access to the best quality participant pool is essential to meet the market's needs.**

*"At Lindus Health we are accelerating the pace of research and making clinical trials more accessible to a diverse patient population by decentralising trials using our in-house technology.*

*By conducting an increasing proportion of trial activities in the comfort of a patient's home, we have reduced the number of in-person trial site visits needed. Patients are able to undertake all (fully decentralised) or some (hybrid design) trial procedures remotely from the comfort of their own home."*

<https://www.lindushealth.com/news/decentralised-trial-methodology>

# Subsectors of Women's Health

In the Women's Health market, knowing where a company sits along the gradient of evidence is critical to supporting their CRO needs.

Regulated devices require rigorous clinical trials and safety data to meet FDA, MHRA, or CE standards; diagnostics demand analytical and clinical validation to prove accuracy and clinical utility; and wellness or platform-based innovations rely on real-world or behavioral outcomes to demonstrate benefit and engagement. However, many pain points are also shared.



**Meet Jaime Lindt,**  
**CEO of WomHea**  
**Diagnostics**

*Jaime is well aware of how hard it is to find a CRO that understands her budget, timeline and mission. Every quote seems built for big pharma, every enrollment target feels unrealistic, and rising costs means hiring fewer scientists. On top of that, recruiting the right patients has been tougher than anticipated. She needs a partner who will care about her vision and her constraints, and collaborate with her commercial journey. Finding the right partner is critical to meeting her milestones and increasing her chances of future funding.*

## Industry Pain Points

**Tight Budgets and Funding Pressure** > Post-pandemic funding, while more available, often comes in smaller tranches. Companies need CROs that understand milestone-based funding cycles and can offer transparent pricing relevant to their real budget, not an aspirational budget.

**Proof Beyond Efficacy** > Investors and regulators alike are more serious than ever in asking: *but does it work in the real world?* Companies must generate impact evidence that demonstrates safety and performance, but also relevance and value for payers, clinicians, and patients.

**Diversity and Representation** > It's well known that Women's Health data (when it actually exists...) has historically been biased toward homogenous populations. Companies require multi-site, multi-ethnic recruitment across the US, UK, and Europe. Lindus Health's digital recruitment capabilities and access to decentralized study infrastructure make this achievable without ballooning timelines.

**Global Expansion, Local Navigation** > As more companies pursue dual-market strategies (FDA + CE / MHRA), the ability to coordinate multi-region regulatory submissions is critical. Many startups underestimate the operational strain of scaling trials internationally.

"Ah, the gender data gap — history's longest-running experiment in not listening."

- James Lind, probably

### Position Statement One:

The industry doesn't need another CRO talking about more representation, it needs proof that it's happening. Our mission is to make Women's Health research the new benchmark for progress.

### Position Statement Two:

We don't just talk about empowering Women's Health. We prove it with our end-to-end technology platform that covers all your clinical software and tool needs to ensure faster, more inclusive, and outcomes-driven research that moves from awareness to access.

### Position Statement Three:

Your CRO shouldn't just collect data. Every study we run is designed for inclusion, comfort, and care, because better evidence starts with better experiences.



# Content Road Map

“Don’t just publish results.  
Make them juicy.”

– James Lind, probably



Note: a true content strategy begins with a **single unifying theme** that transcends individual industries or partnerships and reflects where the company’s long-term vision is rooted. Under this understanding, I am going to insert an example of what I would use to incorporate an annual theme, quarterly strategies, and input the relevant monthly trends I would have expected to use for a comprehensive content architecture.

## 2025 Theme: Impact over Industry

Leading with research that equates to real-world change. Lindus isn’t just a ‘better’ CRO, we’re redefining what the CRO industry is measured by, i.e. defining ‘anti-CRO’

Intent: Establishing a new vocabulary for what the rest of the market should be using.

### Quarterly Themes

Q1: Defining the standard of Impact

Q2: Demonstrating Impact in Actions

Q3: Leading the Dialogue of Impact

Q4: Owning the Impact

Intent: Translating Impact metrics into success stories, EOY assessments/trends, partnership highlights

### November: Proving the Impact

For Lindus Health, it’s the perfect moment to emphasize why “Impact Over Industry” became our north star this year, and how the industry, as it stands, is still too slow, too siloed, and too self-referential.

General Brand Themes: Industry will always seek efficiency. Impact seeks meaning. At Lindus Health, we believe the future of clinical research belongs to those who lead with both.

Target Market Themes: Proving our Impact on [Women’s Health]

Goal: This vertical should provide flexibility to be used across other industry sectors (i.e Owning the Future Impact of [Metabolic Health]/[CNS]/[Dermatology]), but also provide an appropriate framework that allows for specific campaign content for our target market (in this case, Women’s Health). December will follow up with ‘Where we see [Disease Area] Impact going next...’

### Monthly Content Pillars Expectations



Content Type	Frequency	Format	Channel	Objective
Topical Article/White Paper	2-3x Monthly	Long-form (800+ words) Accessible as PDF	Blog/Linkedin/Email Marketing Campaigns	Anchor Lindus as thought leader in disease areas and evidence generation.
Evergreen Article	1-2x Monthly	Long-form (800+ words)	Blog/Linkedin	Reinforce ongoing brand pillars.
Social Omnichannels	2-3x Weekly	Carousel/Social/Short Form	Linkedin/Socials	React to breaking research, funding news, or global awareness campaigns.
Sector/Client Spotlight	1x Monthly	Case Study, Client Feature, Video Interview	Website/Linkedin/Marketing Campaigns/Social	Showcase success stories or vertical insights.
Event/Campaigns	1x Quarterly	Webinar/Podcast Feature/Digital Events	Event Platform/Social/Marketing Campaigns	Drive deeper engagement around Q4/Q1 thought-leadership campaigns.
Newsletter	1x Monthly	Multi-topic Digest	Email/Marketing Campaigns	Curate thought leadership, updates, and partner highlights.

# Content Road Map

"My KPI was 'no one dies.'  
Still seems relevant."  
- James Lind, probably



Since I am proposing focusing on Proving our Impact [on Women's Health] this November, our content strategy will center on how Lindus Health is proving our ability to rewrite the rules of trustworthy evidence generation that improves women's lives. Impact in this context represents everything the modern research ecosystem should aspire to: speed with integrity, inclusivity with precision, and evidence that equates to real impact, and not just 'results'.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>2025 November</b> <small>November is Bladder Health Awareness month</small>						1
2	3 National Fertility Awareness Week Topical Article Social	4 Social	5 Social	6 Evergreen Article Social	7	8
9	10 Social	11	12 Social	13 Social	14	15 Newsletter Issue
16	17 Topical Article Social	18 Social	19 Evergreen Article	20 Social	21 Topical Article	22
23	24 Event: Webinar	25 Social	26 Client Spotlight Social	27 Thanksgiving	28 Social	29

**Topical Article: Closing the Women's Health Data Gap**  
Focus on representation, data diversity, and AI-driven design to improve reproductive and hormonal health trials.

**Topical Article: How We Design Women's Health Trials that Deliver Impact, Not Just Data**  
Highlight results and insights from Lindus-supported trials in pelvic floor, menopause, and fertility health.

**Topical Article: The Next Phase of Women's Health Research Equity**  
Connects global observances (Fertility Awareness, Bladder Health Month) to measurable clinical progress.

**Article/Email: What We're Thankful For! Clients, Milestones, and More**

**Evergreen Article: What is the Lindus Health Anti-CRO Mindset?**  
Opportunity to write the lexicon of Lindus Health. Explains the company's model, speed, and philosophy compared to traditional CROs.

**Evergreen Article: What to Expect When You're Proving Impact: How Innovators Can Navigate Clinical Evidence**  
From regulatory pathways to trial design, recruitment strategies, and long-term outcome measurement.

**Webinar: The AI and Access Race in Women's Health**

“When life gives you lemons,  
publish your findings,  
preferably with statistical  
significance.”

– *James Lind, probably*

