

# Vesper Insights

Joining the Dots for better Health+Care

**“ Vesper was created from frustration & passion.**

**Frustration** of seeing how slow the uptake of change was in health & care when other industries were moving at the speed of light in comparison. Plus a genuine **Passion** shared by the founder and her colleagues for creating breakthroughs and change in health & care, now.

At Vesper Insights we support Governments, Organisations, Companies (big & small) and Individuals who all share the same mission and vision:

**Scaling up the best health & care innovative solutions for patients and citizens**

**Substantially increasing the uptake of these solutions at all points of care, including the home**

**Creating much more awareness and incentives for preventive healthcare measures**

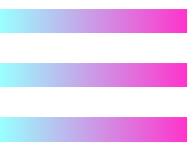
At Vesper Insights we are European experts in joining the dots, connecting the right people at the right place and at the right time.



Vesper

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# About



## About the Founder

Christina Roosen is the daughter of a doctor & a diplomat, which laid the foundation for her passion and career. As a child she had a great desire to follow in her fathers footsteps and become a doctor, until the day she fainted by the sight of blood. She then pursued her studies and career in International Relations, which eventually led her to work for over a decade as a European executive in the world's largest Health & IT membership organization.

For many years, Christina managed some of the largest Health & IT conferences in Europe and built local communities in several European countries and regions. This role allowed her to grow an extensive network of influencers across Europe and also provided first hand exposure to best practices from around the world.

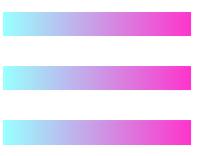
Christina believes in 'soft' lobbying meaning that sometimes you need help to meet the right people, at the right place and at the right time. She founded Vesper Insights to help making those meetings happen as she saw that was the essential ingredient for change.



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# What we do

**Do you want to:**

Bring your idea or product to Europe but don't know where to start?

Are you currently working on a project, which needs more awareness?

Are you overwhelmed from the amount of events and sponsor opportunities you are offered and don't know where to start?

Are you tired of spending a lot of marketing budget with low ROI?

**How we can help you:**

At Vesper we know what works and we don't work with you if we do not believe your project/product/idea can be successful.

We have a very ethical mindset as we are working in a sector where we want to improve & save lives and we are extremely conscious of that

We don't work with 'one size fits all' type solutions

We don't stop until our clients are successful and happy

**How we do it:**

'Soft lobbying': Introductions to key people primarily at events

Identifying potential partnerships & pursuing those

Follow up on your behalf with potential leads

Storytelling: developing a story to convey your message in a more impactful way

Brand positioning/online presence: social media, websites, brochures

**We work with:**

Governments / regions / municipalities / public agencies

Organizations

Industry

Individuals



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