

EPHICACY HEALTH · PROOF OF WORK

Three verticals. *Five weeks.*

How Efficacy Health used the OVYN™ platform to ship a multi-brand longevity portfolio in five weeks and reduce MLR review cycles by 40%. Anonymized client. Real metrics.

PUBLISHED
May 2026

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VERTICAL
Longevity / metabolic / hair-restoration

ENGAGEMENT WINDOW
5 weeks · live by day 30

01 · THE PREMISE

Three brands. One house.

The client operates three patient-facing brands inside one regulated medical practice — longevity, esthetics, and hair restoration. Each brand had its own marketing plan, its own MLR posture, its own creative cadence, and zero shared infrastructure. Three weekly content cycles. Three reviewers. Three sets of unsynced versions in three drives.

When Efficacy Health entered, the question was not whether the brands needed marketing — they had it. The question was whether one platform could underwrite all three brands without diluting any of them, and whether that platform could turn a five-week launch into something that compounded over twelve months.

We took the engagement on the condition that we would build the multi-tenant infrastructure under the work itself, then run all three brands inside it. The output is what the client asked for. The leverage is what stays after.

Build the platform under the work.

Run the brands inside it. Keep the leverage.

02 · THE WORK

What shipped.

Three branded marketing sites

LIVE IN PRODUCTION

Brand-specific tenant frame, shared design system underneath. Editorial chrome differs by brand; the engine is one engine.

Cinematic photographic plates

GENERATED VIA HIGGSFIELD SOUL + DOP

Five hero stills + five matched 5-second b-roll videos. Shared scene-prompt registry guarantees still and motion match the same composition — no drift.

Per-protocol PDFs (12-page, MD-written)

LEAD-MAGNET PIPELINE

Patient-facing protocol guides built reproducibly via Python + reportlab. Brand-on-brand foil treatment, page numbers tabular, MD signature.

Anonymized clinical case-study chart

LIVE ON THE BRAND SITE

Real cohort movement (n>40) rendered as a clinical chart-paper component. Read line by line, with the patient in the room.

Lead capture into Turso

DAY-30 KPI

Every screening request, lead-magnet signup, and form submission writes to a versioned table with UTM tags.

ROI Statement component

DAY-90 KPI

Brokerage-statement-style component that tracks biomarker movement against annual investment. Plug in cohort numbers; compounds quarterly.

03 · THE OUTCOMES

Numbers. Plain.

MLR REVIEW CYCLES

-40%

Versus client's pre-platform baseline

LIVE BY

Day 30

Three sites, one engineering team

VARIANTS PER WEEK

8.2x

Same headcount, shared design system

REUSABLE COMPONENTS

47

Carry forward into the next engagement

Why the cycle-time number matters.

Pharma marketing's hard limit is MLR review cycles. The client's pre-platform model required two to three full review loops per asset because legal, medical, and regulatory each saw the asset cold. The OVYN™ Compliance Rail™ pre-checks each variant before it enters MLR — flagging probable issues, surfacing the brand's known guardrails, and routing only the version most likely to pass on first read. The reviewers see fewer assets, each one closer to ready. Cycle time falls.

04 · THE ENGAGEMENT MODEL

How it works.

01 · Strategy

Days 1–7

Brand intake. Existing creative audit. MLR posture map. Channel inventory. We don't write a deck — we write a workplan.

02 · Build

Days 8–30

Tenant deployment. Brand Brain™ loaded with the brand's guardrails. Compliance Rail™ rules sourced from existing MLR feedback. Studio OS™ wired to Veeva.

03 · Run

Days 31+

Weekly content cycle. Variants drafted in OVYN™, pre-checked by Compliance Rail™, routed to MLR, posted via Studio OS™, measured in the dashboard the client logs into.

"Build the platform under the work. Run the brands inside it."

05 · OVYN™ — THE PLATFORM

Four quadrants.

OVYN™ is our proprietary AI platform — built by people who have spent 20+ years inside pharma and biotech commercialization. Not trained on generic internet data. Built from the inside out.

INTELLIGENCE

Commercial strategy, HCP segmentation, payer landscape, audience signals.

CONTENT ENGINE

Scientific & brand content, versioned by channel.

ACTIVATION

Omnichannel deployment across every touchpoint.

MEASUREMENT

Live dashboards, performance analytics, real-time insight.

OVYN™ is Efficacy Health's proprietary platform. From commercial strategy to analytics and everything in between — OVYN™ connects every step of the commercial process into one workflow. Available white-labeled to mid-size healthcare agencies on a per-deployment monthly.

06 · QUESTIONS BUYERS ASK FIRST**Q. Are you a SaaS tool I license, or an agency I hire?**

A. We are an agency — Efficacy Healthcare Communications. OVYN™ is the proprietary platform we use to deliver the work. The engagement is with the agency. The platform is what you log into to see and operate the work we ship.

Q. Can OVYN™ be white-labeled for our agency?

A. Yes. \$8K–\$15K monthly per active client deployment. Includes the platform, the Compliance Rail™ ruleset configured for the client, the Veeva sync, and the Studio OS™ dashboard. Mention this on the call.

Q. Is OVYN™ HIPAA / SOC 2 compliant?

A. Hosting infrastructure is SOC 2 Type II certified. HITRUST-aligned practices. HIPAA BAA available on engagement. Security review packet shared on request.

Q. Where is the case study client named?

A. We don't publish the client name without their written consent. The cohort numbers are real and verifiable in the engagement contract. We share the named client on the booking call under NDA if needed.

Q. How fast can you ship?

A. Day 30 is the OVYN™ tenant live. Day 60 is the first published asset. Strategy and intake compress where the client has existing creative; build extends where the brand has unusual MLR posture.

07 · HOW TO ENGAGE

One call. *Thirty minutes.*

Maha Elashri (Founder & CEO, Efficacy Health) and Zein (Platform & Engineering Lead, OVYN™) on the line. We walk you through the platform live, configured for a brand close to yours, and discuss what an engagement on your asset would look like.

Book at: demo.ovyn.co/book

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OVYN™ PLATFORM

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