



**Oncode
Accelerator**

Marketing & Communications in Life Sciences

Saskia Theunisse - de Jager,
Oncode Accelerator Foundation

BCF Career Event, May 21st 2026



Mythbusting

Myth #1.

Marketing

=

Promotion

Myth #2.

**You have
one target
audience**

Myth #3.

**Communication
comes at the
end**



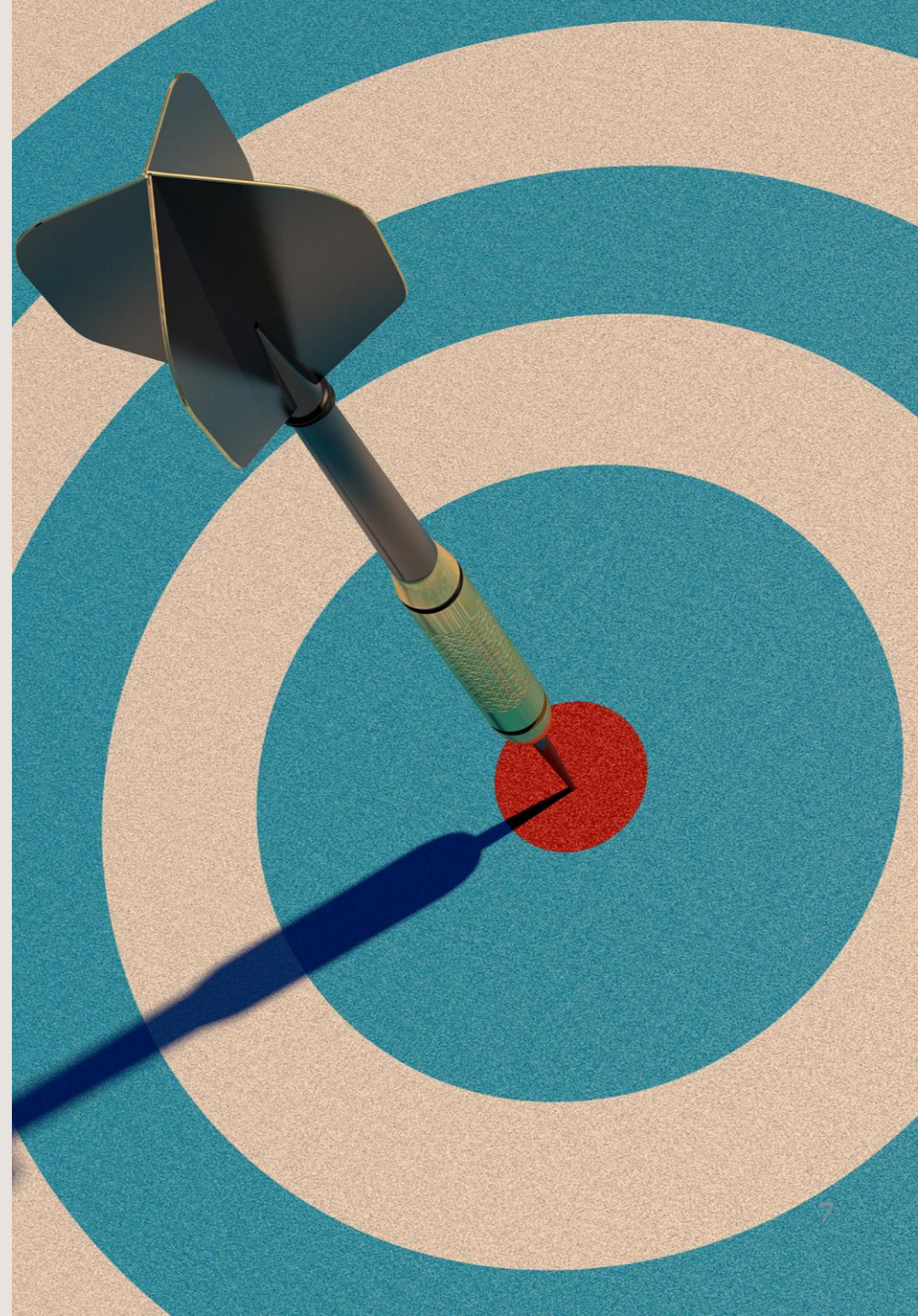
Now it's your turn:

*Imagine, you are the Marketing and
Communications lead*

Select your audience

Who do you focus on first?

- a) Lab Directors
- b) Clinicians
- c) Patients
- d) Policymakers





What is your core message?

- a) Hope
- b) Evidence
- c) Urgency
- d) Collaboration

What do you launch/organize first?

- a) A toolkit for the sales team
- b) A campaign on LinkedIn
- c) A webinar or f2f event
- d) A position paper



Two dimensions: Evidence vs. Empathy

Evidence

- What is solid?
- What is still uncertain?
- Where do we need to be careful?

Empathy

- Who needs to act?
- What are they responsible for?
- What motivates them?



Strategic Foundation for Marketing and Communications in Life Sciences

Key take-aways

Seek first to understand.
Then to be understood.

Deliver the right message, for
the right person, at the right
time...

Marketing &
communication = making
strategic choices

E² model:
Evidence × Empathy

“Translation is your
superpower”