



Managing Director and Owner, Aurora

Neil is a communications professional with a bioscience background and a passion for healthcare. Experienced in both agency and in-house client roles, he co-founded Aurora, a London-based healthcare communications agency, in 2005.

Aurora takes a no nonsense approach to identifying and delivering what pharma, device, professional and patient group clients need. The agency has expertise across media, branding, digital, the NHS and medical education, and enjoys working with clients to tell their story. Aurora is also the UK partner in GLOBALHealthPR, the largest independent public relations organisation dedicated exclusively to health and medical communications worldwide.

Neil believes that genuine, open engagement in social media benefits everyone involved and can positively improve health outcomes. Neil chats prolifically in the social media space. He tweets from [@aurorahealthpr](#) (^NC) and blogs along with his team on [www.auroracommsblog.com](#). July this year saw Aurora launch the ironically named [We Hate Social Media](#) campaign on YouTube, to help pharma folk doubters find the love for social media and find the best ways, where there is a clear need, to integrate social media with traditional marketing and communications activities.

Neil studied Applied Biology at the University of Bath and worked for two years as a microbiologist. He first got into communications in 1995 as press officer for a top-five university.

Before launching Aurora, Neil was board director of Athena Medical PR for three years. Prior to this he was Associate Director with CPR Group, a Fleishman-Hillard company, which he joined in 1997. During his time at CPR, he managed the launch of a gastroenterology medicine in the UK while on a three-month secondment to the UK marketing company of AstraZeneca.

Over his career, Neil has amassed experience across a broad range of conditions from Aids/HIV medicines and diagnosis to urinary incontinence, via cardiology and oncology and a brief flutter in the interesting world of facial aesthetics. His scientific background ensures an ability to quickly adapt to any new therapeutic area. His team's client work has won numerous UK and international awards in areas including immunology, smoking cessation, pharmacist education and dermatology.

Outside of Aurora, Neil is co-chair of the newly formed Digital Sub-Committee of the [Healthcare Communications Association](#) (HCA), a not-for-profit organisation which promotes excellence in healthcare PR and medical education. He is also an active member of the Twitter-based [#hcsmeu](#) community which seeks to democratise the health conversation between patients, healthcare professionals, the pharmaceutical industry and other key stakeholders.



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