

David Youds

Biography

David is the founder and CEO of Bedrock, an independent group consisting of healthcare experience and medical communications companies operating within the pharmaceutical sector.

Prior to Bedrock, David worked for several leading companies including Servier Laboratories, Novartis Pharma, Baxter and Archimedes, holding senior commercial roles across therapy areas such as dermatology, haematology, rheumatology and transplant immunology.

In 2011, David started Bedrock Healthcare Communications to focus on developing engaging communication and education programmes within the healthcare setting, making use of his commercial, client-side experience and keen audience focus. In 2018, Bedrock Group was formed with the creation of Origins, a company specifically focused on uncovering and understanding healthcare experience, from the viewpoint of directly involved stakeholders.

David has a wealth of experience across many communication channels and a particular interest in audience expectation. This has fueled Bedrock's focus on creating and delivering a wide range of audience centric communication and engagement programmes. These range from educational scientific symposia for the academically minded, to the use of 'edutainment' – a relatively new concept in healthcare that aims to teach audiences in a thrilling, engaging and innovative way. An example of edutainment is the series of award-winning fictional films that have been created by Bedrock and its clients.