DOCTORTAY CONSULTING



Trusted Science. Engaged Audience.

Dedicated to helping companies implement high-quality, evidence-based science that resonates - accuracy and engagement are not mutually exclusive.

Who I Am

I'm a physician-scientist who left academia to become a consultant to health and wellness brands. Trained in academia, proven in the market, with deep expertise in the microbiome and gut health.

I work with startups and established companies to formulate and launch products, build practitioner programs, and create educational content people actually engage with. I know what makes practitioners and consumers trust a brand's science and actually want to listen - and act.

Why Choose Me

Trusted Credentials
From the bench to the bedside at world-class institutions, I know the pipeline firsthand and can vet and translate every step.

A Standout in the Attention Economy
Attention is the bottleneck in science education, and humor is a research-backed way to get it. I'm a working science comedian who also speaks at national conferences and runs webinars people actually finish.

Fluent in Every Audience
From GI specialists to exhausted parents, I meet each audience on their terms - and the engagement converts to gains in practitioner adoption and consumer retention.

My Services

Available as a standalone plan for your team to execute, or as full build and management.

Research & Product Insight

- Ingredient landscape reviews
- Literature synthesis and research briefs
- White papers and study write-ups
- Formulation input and scientific rationale
- Clinical study design insight

Strategy & Audit

- HCP channel strategy
- Consumer education roadmaps
- Conference and event strategy
- Program audits with prioritized fixes
- Campaign performance review

Practitioner Program Build & Growth

- Recruitment and onboarding
- Practitioner resource library
- Sampling program design and management
- Case studies and outcomes evidence

Education & Content Build

- Curriculum and course development
- Webinars and conference talks
- Email campaigns and flows
- Consumer content systems and social

Tell me what you're building.
I'll share how I can help you thrive.

Schedule a 20-min chat

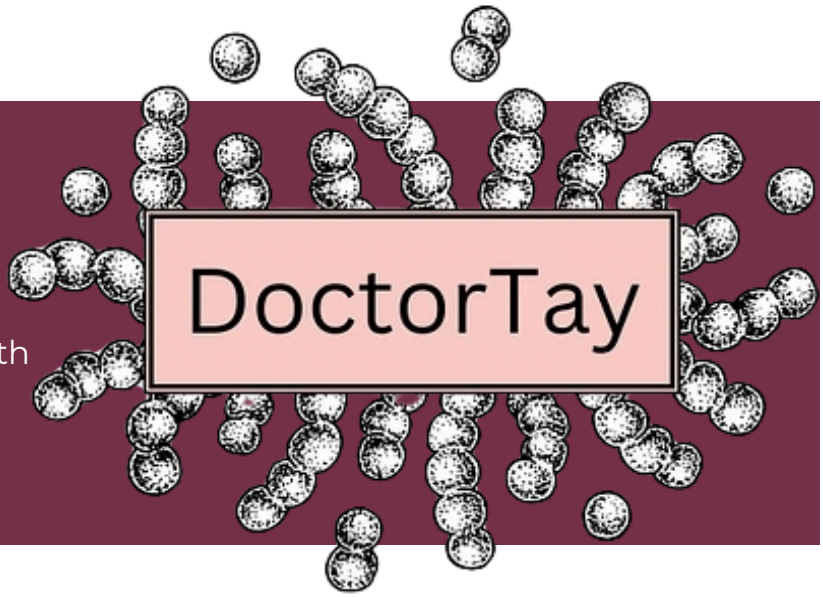
Rigorous. Memorable. Profitable.
doctortay.com

DOCTORTAY CONSULTING

MEASURABLE RESULTS

Selected outcomes from my work with health and wellness companies, from early-stage startups to established brands.

www.doctortay.com



REACHING PRACTITIONERS

The product is built. Now you need trusted practitioners to become champions.

- **Growth. 7× practitioner revenue growth** in year two, from a program built from zero.
- **Activation.** Built an inbound sign-up and onboarding process that **activates practices at 4x the rate of baseline.**
- **Follow-up. 73% open rate** on post-conference practitioner follow-up (healthcare average ~41%).

CONSUMERS THAT ENGAGE

Consumers are inundated with options. The challenge is getting them not only to engage, but also come back.

- **Education.** Webinar rated valuable or very valuable by 92%; **93% would attend again** (240 live attendees).

> "This was the best health education webinar I've ever attended."
>
> "Loved the balance between harder science with digestible lay information."
>
> - Gut Health Webinar Attendees

- **Retention.** Built a specialist team that **doubled the resampling rate** and achieved a **consumer NPS of 86** (consumer brand average ~49).
- **Sampling program. 2x practitioner-initiated patient code use** and **+56% active practices** in 5 months.

INDUSTRIES I'VE SUPPORTED

- Infant Microbiome Testing
- Integrative Dermatology & Cosmetics
- Gastroenterology Clinics
- Daily Nutritional Supplements
- Pediatric Probiotics
- Pediatric Supplements



TAYLOR SODERBORG, MD, PHD

Doctor Tay Consulting

Building trust through rigorous yet engaging communications and expert insights.