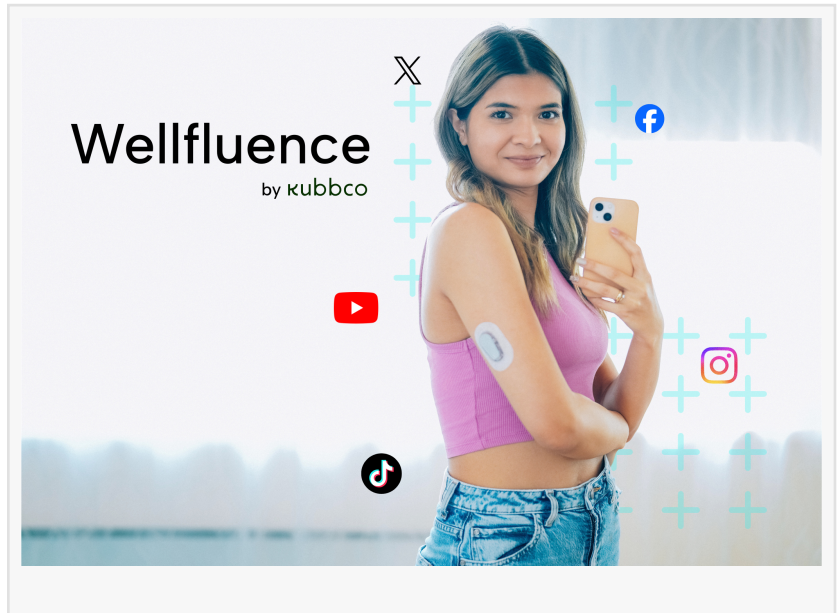


Kubbco Launches Wellfluence: The First Compliant Patient Creator Network for Authentic Life Sciences Marketing

Wellfluence debuts as healthcare's first vetted, trained patient creator network, enabling compliant, authentic engagement between brands and patients.

COPENHAGEN, DENMARK, November 3, 2025 /EINPresswire.com/ -- Kubbco, the social media agency partner for Life Science and health brands, today announced the launch of Wellfluence (wellfluence.io), the industry's first compliant, vetted, and trained network of patient creators across therapeutic areas and social media platforms. This groundbreaking initiative addresses a critical gap in pharmaceutical and healthcare marketing: the need for authentic patient storytelling at scale while maintaining regulatory compliance.



Wellfluence represents a fundamental shift in how life sciences brands engage with patient communities. Rather than treating patients as subjects of marketing campaigns, Kubbco empowers them as creators, storytellers, and community leaders - providing the training, support, and compliance framework necessary to amplify their voices safely and effectively through the Wellfluence platform.

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Chris Kubbernus

"For too long, pharmaceutical marketing has talked at patients rather than with them," said Chris Kubbernus, CEO and Founder of Kubbco. "Wellfluence changes that

dynamic entirely. We're not just finding patient influencers—we're building a trained, compliant community of patient advocates who can share their authentic experiences while navigating the complex regulatory landscape of healthcare marketing."

The Challenge: Authenticity Meets Compliance

Life sciences brands face a unique challenge: patients increasingly trust peer experiences over branded content, yet pharmaceutical regulations create significant barriers to patient-generated content. Traditional influencer marketing approaches fail in healthcare because they lack the compliance infrastructure, therapeutic area expertise, and ongoing support that patient creators require.

Wellfluence solves this by providing:

- Comprehensive Vetting: Each creator undergoes a rigorous screening process evaluating authenticity, audience engagement, content quality, and alignment with brand values
- Compliance Training: Creators receive education on pharmaceutical regulations, adverse event reporting, fair balance requirements, and platform-specific guidelines
- Ongoing Support: Dedicated creator managers provide content guidance, compliance review, and community support
- Therapeutic Expertise: Creators are organized by therapeutic area, ensuring a deep understanding of specific conditions and patient journeys
- Multi-Platform Presence: Network spans TikTok, Instagram, Facebook, YouTube, and emerging platforms where patient communities gather
- Technology Platform: The Wellfluence app (wellfluence.app) streamlines creator-brand matching, collaboration, and compliance workflows

Proven Results, Scalable Impact

Wellfluence builds on Kubbbco's award-winning track record in patient engagement, including campaigns that have generated over 12 billion views and earned recognition from the Lovie Awards and New York Festivals Health Awards. Notable successes include the "Diabetes Besties" campaign for Novo Nordisk, which reached 16 million people, and the "Break the Weight Cycle" obesity awareness initiative, which engaged 4.1 million individuals.

"Our work with brands like Novo Nordisk, Coloplast, MSD and others has proved that authentic patient stories, told with creativity and cultural relevance, can break through in ways traditional pharma marketing cannot," said David Ledstrup, Strategy Director at Kubbbco. "Wellfluence takes that proof of concept and makes it scalable, repeatable, and accessible to any life sciences brand that wants to build genuine connections with patient communities."

A New Model for Patient Engagement

Wellfluence covers over 50 therapeutic areas, including diabetes, oncology, mental health, autoimmune conditions, rare diseases, cardiovascular health, and many others. The network welcomes patient creators ranging from micro-influencers with highly engaged niche audiences to established patient advocates with hundreds of thousands of followers.

Life sciences brands can partner with Wellfluence through several engagement models:

1. Campaign Collaborations: Work with multiple creators on time-bound awareness or education

campaigns

2. Brand Ambassadorships: Develop long-term relationships with creators who become ongoing brand partners
3. Community Building: Leverage creators to build and nurture patient communities around specific conditions
4. Content Co-Creation: Partner with creators to develop authentic, patient-led content strategies
5. All partnerships include comprehensive compliance oversight, content review, performance analytics, and community management support.

"We built Wellfluence to solve the operational complexity that has prevented patient creator partnerships from scaling," said Chris Kubbernus, CEO and Founder of Kubbco. "The technology enables efficiency and compliance, but the human expertise—our creator managers, compliance specialists, and therapeutic area experts—ensures quality and authenticity. It's the combination that makes Wellfluence unique."

Industry Recognition and Future Growth

The launch of Wellfluence positions Kubbco at the forefront of a fundamental shift in pharmaceutical marketing—from campaign-based advertising to community-led engagement. Industry analysts predict the creator economy in healthcare will grow exponentially as brands recognize the superior engagement, trust, and authenticity that patient creators deliver compared to traditional marketing approaches.

"This is not just an innovation in marketing tactics—it's a reimagining of the relationship between pharmaceutical brands and the patients they serve," said Kubbernus. "Wellfluence is building the infrastructure that will define the next decade of patient engagement in life sciences."

Kubbco plans to expand Wellfluence's creator network throughout 2026, with additional international markets and emerging platforms. The company is also developing advanced features for the Wellfluence app, including AI-powered creator-brand matching, real-time compliance monitoring, and community analytics.

About Wellfluence

Wellfluence (wellfluence.io) is the industry's first compliant, vetted, and trained network of patient creators, powered by Kubbco. Through comprehensive vetting, compliance training, ongoing support, and a purpose-built technology platform (wellfluence.app), Wellfluence enables life sciences brands to partner with authentic patient voices at scale. Wellfluence represents the intersection of wellness and influence—where patient stories become cultural moments and healthcare marketing becomes genuinely human.

About Kubbco

Kubbco is the culture-led social media partner for Life Science brands. Sitting at the intersection of culture, creator economy, social media, and life sciences, Kubbco builds patient communities,

not just campaigns. With 10 years of expertise in pharma, medtech, and biotech marketing and deep platform expertise, Kubbco makes life sciences brands culturally relevant, socially native, and authentically connected to the patients they serve.

With a track record of generating over 12 billion views and winning multiple industry awards, Kubbco has partnered with leading pharmaceutical companies, including Novo Nordisk, MSD, Coloplast, Nivea, Ambu, Widex and many others. The agency is headquartered in Copenhagen, Denmark.

For more information about Kubbco, visit www.kubbco.com

For more information about Wellfluence, visit www.wellfluence.io

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