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InStep Health Adds Joey Cohen to Help Brands Turn Real-World Clinical Signals Into Smarter Digital Engagement

Cohen will support life science brands in transforming real-world clinical moments into coordinated provider and patient programs across EHR, Next Best Action, and Point of Care channels.

CHICAGO, IL — April 29, 2026 — InStep Health, a leader in real-world brand engagement for life science brands, today announced the expansion of its Client Solutions team with the appointment of Joey Cohen as Vice President, Digital Engagement Strategy. In this role, Cohen will help connect brand objectives, real-world clinical signals, and InStep Health's Integrated EHR and digital engagement capabilities to more effective client strategies.

Cohen brings deep experience across the healthcare marketing ecosystem, including agency, pharmaceutical manufacturer, media supplier, consulting, and media network environments. His career includes digital strategy roles at Ogilvy CommonHealth, LEO Pharma, ConnectiveRx, and Flora Health, where he most recently served as Executive Director of EHR Media Strategy and Product.

At InStep Health, Cohen will partner closely with Sales, Product, Analytics, Operations, and Marketing to support brand activation programs across the company's Integrated EHR™ and Smart Sequences™ solutions, while helping clients connect those strategies to InStep Health's broader Point of Care portfolio. His work will focus on turning EHR encounters, diagnosis events, lab results, and other real-world care moments into actionable programs that support provider engagement, patient education, and measurable brand impact.

"Joey brings the kind of strategic, commercially minded expertise that is essential as clinical engagement continues to evolve," said Shaun Urban, Chief Revenue Officer at InStep Health. "He understands how EHR, real-world clinical signals, and Point of Care engagement can solve real brand challenges and drive market share. His experience will help our clients move from strategy to activation with greater clarity, confidence, and measurable impact."

Cohen's appointment comes as InStep Health continues to expand its role as a strategic partner to life science brands seeking more precise, in-context ways to reach healthcare providers and patients throughout the care journey. As brand teams place greater emphasis on clinical relevance, workflow integration, and outcomes, InStep Health helps clients align the right audience, message, moment, and measurement strategy.

Known for translating complex clinical and data signals into actionable engagement strategies, Cohen bridges strategy, sales, product, and analytics to drive measurable business outcomes. He has led EHR and Point of Care initiatives, helping organizations align product innovation with commercial performance.

"I'm excited to join InStep Health at a moment when the industry is moving toward smarter, more clinically relevant engagement," said Joey Cohen, Vice President of Digital Engagement Strategy at InStep Health. "Life science brands are looking for better ways to activate real-world care moments and connect with providers in ways that are relevant, timely, and measurable. InStep Health is uniquely positioned to help brands do that through its Integrated EHR platform, Smart Sequences engine and growing digital engagement solutions."

About InStep Health

InStep Health is the real-world brand engagement platform for the life sciences industry, delivering personalized provider and patient experiences directly within the clinical workflow and throughout the care journey. Powered by deterministic clinical signals, integrated EHR access, and Next Best Action orchestration, InStep Health gives brands greater visibility into campaign effectiveness, optimizes media investment, and delivers measurable brand outcomes.

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