

AbelsonTaylor

Company Profile

AbelsonTaylor remains the largest privately owned health and wellness advertising agency in the world. We answer to more discriminating critics than directors, shareholders and accountants. We answer to ourselves.

Since our humble beginnings, we have remained singularly focused on brands that help people live healthier lives. We are 100% focused on and 100% passionate about health and wellness. We make it our business to understand the science of products. We explore the science of the hearts, minds and motivations of professionals and consumers. We combine our passion, focus and creative brilliance to accelerate brands. The result of our passion and focus? Satisfied clients. Award-winning creative. And colleagues who respect our work. In fact, Abelson-Taylor has been voted the Most Creative Agency 11 times and the Most Admired Agency 6 times by the top 50 medical agencies in the US.

Let us help you: **312.894.5500** abelsontaylor.com



Awards

- *Med Ad News*: Most Admired Agency, Best Non-Branded Campaign and Best Consumer Campaign
- *MM&M*: 1 Gold and 1 Silver
- *CLIO*: awarded with a Bronze Award
- *PM360* Trailblazer Gold: *PM360* Greatest Creators Award

What will be the most important digital health trend in 2015?

Healthcare wearables will continue to evolve and these devices will unite the disparity that traditionally occurs with data. Imagine a world where data points converge to produce information that can lead to lower healthcare costs and overall better health. Healthcare wearables and the data they produce could lead to improved patient engagement and population health.

- Aster Awards: 1 Gold and 1 Silver
- Medical Advertising Hall of Fame Heritage Award

Leadership

- Dale Taylor, President and CEO
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- Jay Carter, SVP, Director of Strategy Services
jay.carter@abelsontaylor.com
- Stephen Neale, SVP, Executive Creative Director
stephen.neale@abelsontaylor.com
- Jeff Berg, SVP, Director of Client Services
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- Keith Stenlund, VP, CFO
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Year Founded: 1981

Number of Employees: 382

Areas of Expertise: Creative. Branding. Digital. Broadcast. Direct to Physician. Direct to Patient. Direct to Consumer.