

Digitas Health

Company Profile

Digitas Health is the largest interactive marketing agency catering exclusively to healthcare and pharma, offering services to many of the nation's top pharmaceutical companies as well as a number of smaller pharmaceutical, wellness and OTC brands. With many of the world's leading pharmaceutical, bioscience and medical device companies as clients, Digitas Health is known for building brands that garner trust with healthcare professionals, patients and caregivers. Boasting the largest digital media buying division in the US, the agency leverages its strong relationships to make the most of clients' marketing efforts.

Digitas Health is the only healthcare agency with a team of five physicians and other healthcare professionals working on staff. The in-house Science and Medicine Department is complemented by the Digitas Health Medical Advisory Board, a team of more than 20 doctors working in hospitals across the US in specialties ranging from oncology to gastroenterology to pediatrics to emergency medicine and more. This is combined with the expertise of the company's talent across capabilities, which includes award-winning graphic designers and art directors who work in digital, print and broadcast; social media influencers fluent in real-time; brand-building strategic mavens and analytical measurement gurus; regulatory reviewers and medical writers with decades of experience; relationship builders; movers and shakers.

Services and Offerings

- Advertising
- Direct marketing and affinity programs
- Search engine marketing
- Social media
- Web development and emerging media
- Research and analytics
- Viral indexing
- Behavioral measurement
- Digital strategy

Case Study

The Good To Share campaign, an unbranded campaign for MedImmune, educated parents and children about the importance of vaccination dur-

FASTFACTS

DIGITAS HEALTH

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Year Founded: 1990

Approximate Number of Employees: 600

Offices: Philadelphia, New York, Boston and London

Holding Company: Publicis Groupe

Awards: MM&M 2009 Agency of the Year, Webby Awards, *Business Journal* Best Places to Work, Festival of Media Awards, eHealthcare Leadership Awards, Global Awards, DTC Perspectives on Excellence Awards, DTC National Awards, World Wide Web Health Awards, Rx Club Awards and PhAME Awards. As the fastest-growing brand under parent company Digitas, in 2009 the company was also named Agency of the Year by Festival of Media, OMMA Magazine and BtoB Magazine.

ing the height of one of the most infamous flu seasons on record. Centered around GoodToShare.com and TV properties, it is based on children's willingness to share their favorite things such as hugs, ice cream and toys, without sharing germs and the flu virus. Sesame Street's Elmo made a memorable appearance urging children to aim for the elbow when sneezing, and articles from the experts at *Parents* magazine add another layer of understanding. The campaign was so well-received it earned a thank you letter from the Centers for Disease Control and Prevention.

