

NOT YOUR FATHER'S AGENCY



Agency business again appears to be up for a healthy cross-section of companies this year. And, according to our annual business barometer of healthcare firms, the new agency is thriving on a diet of mostly digital work on both the HCP and consumer sides. Meanwhile, the increased emphasis on creating memorable content and patient-centered user experiences appears to be a driving force in pharmaceutical clients' marketing strategy. Marc Iskowitz reports

How is agency business so far in 2015?

Of the 146 agencies that filed responses for our annual survey Agency A to Z, 69 reported that business is up so far this year, with 20 saying it was about the same. None said their business was down. Of course, with 57 firms opting out of the question altogether, the picture is far from complete. Nevertheless, we can say that 47% of agencies appear to be experiencing increased revenues this year. And of those 69 firms, 33 claimed to be up by 20% or more.

What types of work generated revenue in 2014?

We then asked our A to Z Agencies for a basic breakdown of revenues across channels/tactics and audiences for 2014; 63 firms responded.

The most popular categories were, once again, HCP Digital/Web/Mobile, for which 95% of respondents posted a revenue stream and Consumer Digital/Web/Mobile (79% of respondents). The mean average income represented by HCP Digital/Web/Mobile was 22%, with a median of 20%. Similarly the mean average slice of revenue devoted to Consumer Digital/Web/Mobile was 17%, with a median of 15%.

This year's survey also backs up agency execs' claim to be pushing further into digital media.

Average and mean income derived from both HCP and consumer digital continued to outpace that of older channels. Interestingly, companies are doing less print, broadcast, peer-to-peer ed and direct marketing, but agencies are picking up more of these traditional media on a market share basis, either because fewer agencies are offering that work or because those that did have closed up shop.

What is keeping agencies up at night?

We once again asked agencies to name their current biggest challenges. A total of 305 challenges were reported by 92 firms. The biggest challenge was Talent Acquisition/Retention (cited by 66% of responding agencies, representing two-thirds of all challenges mentioned). A further 50% of agencies cited Managing Growth as a challenge, which certainly ties in with the reports of increased revenues for many firms this year. Other notable challenges can be seen as a result of clients taking a deeper dive into new technology as they look to agencies to help them add services to their offerings, including Innovate to Keep Ahead/Tech (37% of agencies), as well as the perennial hurdles of New Business/Clients (33%), Procurement (25%) and Shrinking Pharma Budgets (20%), as well as Payer/Pricing Pressure (16%).

What will happen in the next 12 months?

Finally, we asked agencies to tell us what they thought would be the biggest trends in the coming year, and 95 firms responded.

Of the 665 trends mentioned, 72% related to the continued evolution of digital, including mobile, social media, sales tools, wearable technology and electronic health records.

A further 58% of trends referred to the notion of patient centricity and the empowered consumer, while content marketing (55% of trends mentioned), analytics and ROI measurement (45%), and HCP access and decreased sales force impact (36%) were top of mind.

Breaking it down further, 41% of agencies

expected to see a greater degree of personalized communications and brand experiences over the next 12 months, 38% foresaw more beyond-the-pill partnering, 36% predicted there will be an increase in social-media activity in the pharma space, and 28% said there will be an enhanced emphasis on managed markets and payers.

To check the fast facts on about 150 agencies, see the Agency A to Z on pages 183 to 228, including contact details, rosters, financial information (where available) and examples of creative work. All data was submitted online by the agencies.

100 AGENCIES

AbelsonTaylor	16	GCG Healthcare	72	McK CP	131
Access Group, The	18	ghg (Grey Healthcare Group)	74	MediMedia Managed Markets	132
AgencyRx	19	GHG Summit	76	MedThink Communications	134
ApotheCom Group, The	20	Giant	78	Merkle	135
Area 23	22	Greater Than One	80	MicroMass Communications	136
Artcraft Health	23	GSW	82	Natrel	138
Beacon Healthcare Communications	24	Guidemark Health	84	Navicor Group, The	140
Biolumina Group	26	H4B Boston	86	Neon	142
Brandkarma	28	H4B Catapult	87	Ogilvy CommonHealth Worldwide	144
Cadient, a Cognizant company	30	H4B Chelsea	88	Pace	146
CAHG	32	Harrison and Star	90	Pacific Communications	148
Calcium Healthcare	33	Havas Life Metro	93	PALIO	150
Cambridge BioMarketing	34	Havas Life New York	94	Precision For Value	152
CDM New York	36	Havas Lynx	95	Publicis Life Brands Medicus	154
CDM Princeton	38	HCB Health	96	PulseCX	156
CDMiConnect	39	Healthcare Regional Marketing	98	Purohit Navigation	158
CementBloc, The	40	Heartbeat Ideas and Heartbeat West	100	Razorfish Health	159
Centron	42	HLG Health Communications	101	Renavatio Healthcare Communications	160
closerlook, inc	44	ICC	102	RevHealth	162
CMI/Compas	45	Infuse Medical	104	Saatchi & Saatchi Wellness	164
Concentric Health Experience	46	Intouch Solutions	106	Scout Marketing	166
Create NYC	48	inVentiv Health PR Group	108	Siren Interactive	168
DevicePharm	49	INVIVO Communications	110	StoneArch	169
DiD	50	IOMEDIA	112	STRIKEFORCE Communications	170
Digitas Health LifeBrands	52	JUICE Pharma Worldwide	114	Sudler & Hennessey	172
Discovery USA	54	Klick Health	116	Topin & Associates	174
Dudnyk	56	Lanmark360	118	Trio	175
Entrée Health	58	LehmanMillet	120	Triple Threat Communications	176
Eveo	59	LLNS	122	W2O Group	178
Evoke Health	60	Maracich Healthcare Communications	124	Wunderman Health	180
Excitant Healthcare Advertising	62	McCann Echo	125		
FCB Health	64	McCann HumanCare	126		
Fingerprint	66	McCann Managed Markets	128		
Flashpoint Medica	68	McCann Regan Campbell Ward	129		
GA Communication Group	70	McCann Torre Lazur	130		

The Agency A to Z, with contact details, rosters, creative samples and more from about 150 firms starts on page 183