

Cadient Group

Company Profile

Cadient Group is a leading provider of digital marketing services and technology-enabled solutions for the healthcare industry. We combine a depth of healthcare knowledge and technical expertise to produce sensible strategies that inspire possibilities.

By leveraging emerging technologies to power our own innovative solutions, we create impactful customer experiences for healthcare professionals, consumers, caregivers and payers. Through strategic insights, audience activation and program optimization, we ensure that our clients' business objectives are achieved.

Services and Offerings

Technology-Driven Solutions

- Mobile Programs
- Data Insights & Analytics
- Social Media Engagement
- Market Development
- Professional and Consumer Portals
- Advocacy Management & Optimization

Digital Agency Services

- Campaign Design, Development & Deployment
- Digital Content Creation
- Multi-Channel Marketing

Strategic Consulting Services

- Multi-Channel Integration
- Healthcare Business Consulting
- Market Development Approaches
- eMarketing Trends Training
- Emerging Media Thought Leadership
- User Experience Modeling

FASTFACTS



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New Business Contact: Barry Winn, VP Business
Development
Year Founded: 2002
Employees: 133

Accomplishments

2009 Awards (sample):

- **Aster Awards** – One Gold and two Bronze awards (Web site, Total Advertising Campaigns, Special Video Production)
- **Communicator Awards** – Five Awards of Excellence (Marketing, Interactive Marketing, Email Marketing)
- **Davey Awards** – Three Gold Awards & Two Silver Awards (Web site, Online Advertising & Marketing, Viral Marketing, Online Marketing)
- **eHealthcare Leadership Awards** – Silver Award – Corporate Business Improvement Site Category
- **W3 Awards** – Two Silver Awards – Website (Pharmaceutical category) & Web Marketing – Innovative/ Experimental (Pharmaceutical category)
- **Inc. 5000** – Ranked on Inc. magazine's list of the 5,000 fastest growing private companies in the country for the 3rd consecutive year
- **Deloitte Fast 50 Company** for the Greater Philadelphia Area – 2nd consecutive year
- **Philadelphia Business Journal** – Ranked 2nd on the list of top Full-service Advertising Agencies in the Greater Philadelphia Region 2nd consecutive year