



Company Profile

ghg (grey healthcare group) is a leading multichannel communications agency dedicated to building health brands. Our company is structured to get brands deeply engaged in all the conversations that matter from the in-depth science of the KOL to the plainspoken opinion of the blogger—**health spoken here™**. We are paving the way in mobile health. The fact is only 50% of the US population with chronic illnesses have Internet access—but almost 90% have mobile phones. Mobile is vital and is certain to have a major impact on compliance, disease management and overall health engagement.

We have an outstanding team of multichannel experts from different backgrounds in digital, SEM, consumer and professional, CRM, sales training and medical education. Erin Byrne recently joined as Chief Engagement Officer to lead digital strategy, social media, and engagement marketing.

Services and Offerings

- Mobile Health, SMS
- Mobile Marketing & Development
- Interactive Strategy
- SEO/SEM
- 360° Digital Services
- Scientific Animation, Gaming
- Social Media Planning and Implementation
- Tablet PC Development, edetailing

Case Study

In an effort to reduce the US infant-mortality rate—which is currently 30th worldwide—text4baby a new free mobile service was created to promote maternal and child health. This breakthrough program was developed in partnership with ghg, Voxiva, a mobile health platform company, National Healthy Mothers, Healthy Babies Coalition (HMHB), and over 40 government agencies. Johnson & Johnson was the founding sponsor.

FASTFACTS



Address: 114 Fifth Avenue
New York, NY 10011
Phone: 212-886-3000
Fax: 212-886-3116
Email: ghg_newsroom@ghgroup.com
Website: ghgroup.com
Year Founded: 1978
Holding Company: WPP
Awards: ghg has received many honors and awards from competitions, clients and industry publications
Sample Clients: Johnson & Johnson, Colgate, Forest, Boehringer Ingelheim

Since the launch by the White House in February, text4baby has enrolled more than 38,000 users in all 50 states and sent over 1.2 million educational messages. Women text BABY (or, for the Spanish version, BEBE) and their due date to 511411 to receive relevant free text messages three times a week throughout their pregnancy and for the first two years of their baby’s life. There are over 200 organizational partners, including over 40 major health plans, and text4baby coalitions in 40 states actively supporting this effort.

