

FINALISTS

- Area 23
- Cambridge BioMarketing
- The CementBloc
- Concentric Health Experience
- Publicis Health Media



The way we communicate is evolving more rapidly than ever before—the web, mobile, social and emerging media have forever changed how we consume information and experience brands. The healthcare industry is also undergoing radical transformation. It is at this intersection of technology, health and disruption that Intouch Solutions thrives. Intouch provides digitally focused, integrated marketing services and is known for industry firsts such as the GoMeals mobile app and the PharmaWall Facebook moderation system. Part of our formula for success is providing all services inhouse to ensure the best in strategy, creative, multichannel integration and implementation. Clients report that Intouch Solutions' excellence in digital strategy and execution, along with its unparalleled client service, deep understanding of healthcare providers and intense empathy for patients, sets the agency apart. The firm's expert subjectmatter teams span search engine marketing, social, tech platforms, mobile, customer relationship management, medical science, media and user experience and keep client and internal teams learning and adapting to everchanging trends. Intouch continually innovates and redefines what marketing and communications mean to pharma. www.intouchsol.com

Healthcare Agency
MID-SIZE HEALTHCARE AGENCY OF THE YEAR

Recognizing outstanding performance by a healthcare marketing agency with US revenues of \$15 million to \$50 million in 2014. //Sponsored by Intouch Solutions

GOLD
Area 23

Area 23 tripled in size over the past three years and revenue is reportedly approaching \$50 million (61 new employees joined in 2014 alone).

Judges were duly impressed by the agency's "killer creative" work, outstanding business growth and the culture that drives both.

Clients described Area 23 as being a true and trusted partner that consistently delivers highly creative, impactful and strategic work.



"Their ideas are always creative—sometimes wild—and I appreciate that they often take risks by

bringing us something we may not like," said one client.

Multiple clients commented on Area 23's deep understanding of customer insights, passion and intelligence. One noted the agency's ability to collaborate seamlessly across functions and execute "flawlessly, on time and on budget."

Recent new business, including 11 AOR assignments, was awarded from clients such as Genentech, Lilly, Bayer,

GSK/Janssen and Gilead. Work company highlights included the brilliant "Free Killer Tan" campaign for the Mollie Biggane Melanoma Foundation, which generated 125+ million impressions on a \$3,000 budget.

An Area 23 representative said the agency's "What If" model, which allows all employees self-directed, nonbillable time to innovate for client brands, plays a major role in its ongoing success. Last year 125 ideas were presented internally, which translated into 20 client projects.

SILVER
Publicis Health Media

Publicis Health Media's clients span multiple categories, including pain, OTC, hypertension, diabetes, oncology and more.

Clients praised the agency as innovative, strategic and ambitious.

Recent business highlights included development of AOD Health, the first ad exchange dedicated to health and wellness, as well as proprietary research and targeting offerings.

