

# AGENCY A to Z

The indispensable guide to healthcare marketing and advertising agencies, including contact details, rosters, wins, losses, and examples of creative work. Companies submitted their data as part of *MM&M*'s annual agency review.



## 2e Creative

**Address:** 411 N 10th St., Suite 600,  
St. Louis, MO 63101

**Founded:** 1999

**Full-time employees:** 39 (2015), 26 (2014)

**Senior management:** Ross Toohey, president, CEO; Stephen Roseman, CFO; Lynda McClure, VP, creative; Brandon Chuang, VP, strategy; Christopher Shlarman, VP, client engagement; John Peel, VP, technology

**Key senior hires:** Christopher Shlarman, VP, client engagement (formerly VML); Natalie Zurfluh, account director (formerly University of Chicago Medicine); David Molho, creative director (formerly Brighton)

**North American revenue:** \$9,800,000

**U.S. billings,** breakdown by media/source (%)

	2015	2014
Sales materials:	25	25
Professional digital/web/mobile:	30	30
Professional print ads:	5	5
Consumer digital/web/mobile:	20	20
Promotional medical education:	10	10
Direct marketing:	10	10

**Total number of clients:** 20

**Total number of AOR clients:** 5

**Total number of project-based clients:** 15

**Number of accounts gained:** 6

**Accounts gained:** Alcon (Novartis), Ciprodex, Vigamox/Moxeza, Contoura; Alkermes, Vivitrol; Zimmer-Biomet, Spine; Siemens, Molecular Diagnostics

**Number of accounts resigned:** 1

**Services:** Professional (marketing/sales), Consumer (Rx), Media planning and/or buying (consumer or professional), Digital, Payer/managed markets/access, working with health tech startups or innovative tech



### FEATURED WORK

**Description:** How do you build brand recognition for specific- and limited-use prescription products, such as children's eye and ear infections? More specifically, how do you build brand recall for over-stressed parents when their children are in such discomfort? 2e recognized that the best approach would be to create an educational — and entertaining — magazine-style publication that would reach target audiences at the closest point of prescription contact: the pediatrician waiting room.

**What makes Muck special?** Its effortlessness. Crafted in the same manner as other waiting room glossies, *Muck*

wasn't designed as an ad for our client's products disguised as a magazine. Instead, it was created as a means to educate parents about causes, and potential solutions, for eye and ear infections in a comfortable, low-friction way. The result is a fun and informative experience that has produced huge success for kids, parents, pediatricians, and our client.



## AbelsonTaylor

**Address:** 33 W Monroe, Chicago, IL 60603

**Phone:** 312-894-5431

**Founded:** 1981

AbelsonTaylor

**Full-time employees:** 394 (2015), 382 (2014)

**Senior management:** Dale Taylor, CEO; Jeff Berg, PhD, Sr. VP, director of client services; Jay Carter, Sr. VP, director of strategy services; Stephen Neale, Sr. VP, executive creative director; Keith Stenlund, VP and CFO; Eric Densmore, VP, account director; Mark Finn, VP, account director; Beth Hall, VP, operations; Scott Hanson, VP, executive director interactive creative; Jeanine Koch, VP, project management; Noah Lowenthal, VP, creative director; Allan Mills, VP, account director; Mike Perry, VP, account director; Jody VanSwearingen, VP, creative director; Josh Vizek, VP, creative director

**North American revenue:** \$72,100,000

**U.S. billings,** breakdown by media/source (%)

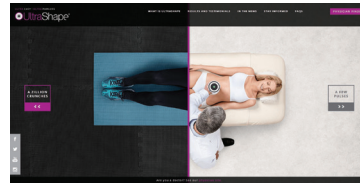
	2015	2014
Sales materials:	25	30
Professional digital/web/mobile:	50	45
Professional print ads:	5	5
Consumer digital/web/mobile:	6	6
Consumer print ads:	3	3
Consumer broadcast:	7	7
Direct marketing:	4	4

**Total number of clients:** 23

**Total number of AOR clients:** 23

**Number of accounts gained:** 25

**Number of accounts lost:** 1



### FEATURED WORK

**Description:** Based on research, our UltraShape brand team learned that target customers work extremely hard to eliminate body fat, without getting the results they really want. Conversations with dermatologists revealed that

their patients who come to them for body-contouring procedures are in search of a method that is noninvasive, requires no down time, and is virtually painless. These insights led to the creation of a campaign that emphasized "A better body without the pain." UltraShape is a device that helps women achieve the body they want.

**Credits for Ultrashape campaign:** Andy McAfee, VP, creative director; Mark Finn, VP, account director; Kevin Kustra, associate creative director; Caren Spigland, associate creative director; Maie Atabani, senior art director; Michelle Schneir, account director; Jill Hogan, senior project manager

**Why this campaign is special?** UltraShape is a perfect example of transmedia storytelling. The product story is told across a number of channels including web, print, radio, in office materials, and social media. The result was over 80,000 interactions with digital media in the first six weeks of the campaign and thousands of searches for physicians who use the device.

## Adheris Health Behavioral Insights

**Address:** 100 Brandywine Blvd., 2nd Floor, Newtown, PA 18940

**Phone:** 215-944-3864

**Founded:** 1996

**Parent company:** inVentiv Health, 1 Van de Graaff Dr., Burlington, MA 08103

**Full-time employees:** 50 (2015), 50 (2014)

**Senior management:** Kathleen Starr, MD; Dave Grillo, SVP, creative director; Kristy Knabe, VP, user experience and design; Bobbi Casey-

Howell, SVP, CRM strategy; Kartik Santhanham, SVP, technology; Dennis McCormack, VP, client development

**Key senior hires:** Dave Grillo, SVP, creative director; Dennis McCormack, VP, client development

## AgencyRx

**Address:** 200 Varick St., New York, NY 10014

**Website:** www.omnicomhealthgroup.com

**Founded:** 2005

**Parent company:** Omnicom Health Group, 220 East 42nd St., New York, NY 10017

**Full-time employees:** 110 (2015), 120 (2014)

**Senior management:** Michael Schreiber, president; Amanda Hunt, associate partner, director of strategic services; Matt Goff, associate partner, director of digital marketing; Eileen Yaralian, SVP, director of client services; Doreen Eckert, SVP, director of client services:

**U.S. billings,** breakdown by media/source (%)

	2015	2014
Sales materials:	20	20
Professional digital/web/mobile:	30	30
Professional print ads:	3	8
Consumer digital/web/mobile:	10	10
Consumer print ads:	2	2
Promotional medical education:	25	10
Direct marketing:	10	20

**Total number of clients:** 12

**Total number of AOR clients:** 7

**Total number of project-based clients:** 5

**Number of accounts gained:** 2

**Accounts gained:** Avanir, CNS Pre-Launch, Brand Development Pipeline

**Number of accounts lost:** 2

**Accounts lost:** PTC, AOR disease education

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

## Anderson **DDB** Health & Lifestyle

### Anderson DDB Health & Lifestyle

**Address:** 33 Bloor St. East, Suite 1300, Toronto, Ontario M4W 3H1 Canada

**Founded:** 1972

**Parent company:** Omnicom Canada Corp., 2 Bloor St. West., Suite 2900, Toronto, Ontario M4W 3R6 Canada

**Full-time employees:** 80 (2015), 75 (2014)

**Senior management:** Kevin Brady, president, CEO; Eric Chow, director of finance; Gord Desveaux, EVP, director of client services; Nancy

Kramarich, VP, director of strategic planning; Tony Miller, VP, national creative director; Steve Benson, VP, director of project management

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/non-profit/NGO

## ApotheCom

**Address:** 800 Township Line Rd., Yardley, PA 19067

**Website:** www.apothe.com

**Founded:** 1996

**Parent company:** Huntsworth Health, 800 Township Line Rd., Yardley, PA 19067

**Full-time employees:** 225 (2015), 200 (2014)

**Senior management:** Elaine Ferguson, global CEO; Beth McMahan-Wise, global chief medical officer; Leslie Taylor, global chief digital officer; Matt Lewis, global practice lead, scientific communications and publications; Ryan Taggart, global practice lead, medical education; Ann Stuchiner, global practice lead, access pathways and outcomes; Rachel Hatfield, global therapy area lead

**Key senior hires:** Leslie Taylor, CDO, hired from inVentiv Health; Matt Lewis, global practice lead, scientific communications and publications, hired from L&M Healthcare Communications; Rachel Hatfield, global therapy area lead, hired from inVentiv Health; Ann Stuchiner, global practice lead, access pathways and outcomes, previously an independent market access communications consultant

**U.S. billings,** breakdown by media/source (%)

	2015	2014
Sales materials:	5	5
Professional digital/web/mobile:	30	5
Professional print ads:	2	2
Promotional medical education:	0	40
Direct marketing:	40	3
Public relations:	3	0
Other:	50	50

**Total number of clients:** 35

**Total number of AOR clients:** 23

**Total number of project-based clients:** 12

**Number of accounts gained:** 12

**Services:** Professional (marketing/sales), OTC/Wellness, Relationship marketing/direct, Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, Publications

## Area 23

**Address:** 622 Third Ave., New York, NY 10017

**Founded:** 2007

**Parent company:** Area 23 is an affiliate of the FCB Health Network, whose parent is the Interpublic Group of Companies (IPG), a publicly owned company, 909 Third Ave., New York, NY 10022

**Full-time employees:** 240 (2015), 172 (2014)

**Senior management:** Renee Mellas, EVP, MD; Tim Hawkey, EVP, MD, executive creative director

**Recent executive hires:** Chet Moss, EVP, creative director; Latifa Aladina, SVP, group management director; James Coghlan, SVP, strategic planning director; Rob Esposito, SVP, account group supervisor; Tom Culhane, SVP, account group supervisor

**North American revenue:** \$40 million to \$60 million

**U.S. billings, breakdown by media/source (%)**

	2015	2014
Sales materials	26	26
Professional digital/web/mobile	34	36
Professional print ads	17	15
Consumer digital/web/mobile	10	12
Consumer print ads	2	2
Promotional medical education	5	3
Public relations	0	1
Other	6	5

**Total number of clients 2015:** 16

**Total number of AOR clients 2015:** 16

**Number of accounts gained:** 16

**Details of accounts gained:** Bayer, one new product AOR assignment; BD, one new product AOR assignment; Depomed, three new products AOR assignment; GSK, one new product AOR assignment; Indivior, four new products AOR assignment; Lilly, three new products AOR assignment; Novavax, one new product AOR assignment; synergy, one new product AOR assignment; Talesta, one new product AOR assignment

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional) Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO



## Arteric

**Address:** 475 Springfield Ave., Suite 302, Summit, NJ 07901

**Founded:** 1999

**Full-time employees:** 18 (2015), 12 (2014)

**Senior management:** Hans Kaspersetz, president; Michael Horn, CEO; Ross O'Shea, creative director; Sean Carr, account director; Heather Eckhaus, group account supervisor; Jon Fisher, director of technology; Julie Priddle, business development; Kevin Doherty, controller; Leslie Kramer, engagement manager

**Key senior hires:** Jon Fisher, director of technology, Palio; Heather Eckhaus, Digitas LGi; Julie Priddle, VP, account services, Palio/inVentiv Health

**North American revenue:** \$3,760,000

**U.S. billings, breakdown by media/source (%)**

	2015	2014
Professional digital/web/mobile	70	55
Consumer digital/web/mobile	10	15
Promotional medical education	10	15
Direct marketing	5	10
Sales materials	0	5
Other	5	0

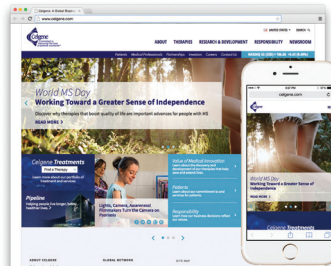
**Total number of clients:** 16

**Total number of project-based clients:** 16

**Number of accounts gained:** 6

**Accounts gained:** Celgene, planning and strategy; Celgene, corporate communications; Celgene, patient advocacy; Celgene, IT app; Weber Shandwick; Celgene, Otezla Australia

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Media planning and/or buying (consumer or professional), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO, Global IT integration



## FEATURED WORK

**Description:** Celgene retained Arteric to enhance Celgene's website design, global brand equity and influence by consolidating its portfolio of localized regional corporate websites under a single technology framework and design language. The framework reduces costs and accelerates the distribution of key corporate messages globally in multiple languages and legal/regulatory contexts.

**Arteric team:** Hans Kaspersetz, president; Ross O'Shea, creative director; Danni DiCosimo, designer; Sean Carr, account; Leslie Kramer, engagement manager; Rob Szpila, developer; Reavens Fenelon, developer; Lloyd McGarrigal, developer; Anthony Outeiral, developer; Oleg Plysyk, developer

**Why is your sample ad special?** The updated design and global framework enables Celgene to launch new country websites rapidly by translating the master website using third-party integrations and a bespoke content workflow that facilitates collaboration by disparate global internal stakeholders. It features a library of technologies and assets that are configured for each region and its legal/regulatory requirements.

## Avant Healthcare

**Address:** 630 W Carmel Dr., Suite 200, Carmel, IN 46032

**Founded:** 1994

**Parent company:** DWA Healthcare Communications Group, 630 W Carmel Dr., Suite 200, Carmel, IN 46032

**Full-time employees:** 290 (2015), 220 (2014)

**Senior management:** Deborah Wood, CEO and owner; Leo Francis, PhD, CMO; Rob Spalding, chief customer insights and innovation officer; Eric Tinsley, CIO; Kevin Hanni, CFO; Christopher O'Toole, president, Avant Healthcare Communications; Kathleen Barrett, president, Avant Healthcare Marketing; Tammy Prouty, SVP, AHC; Trina Stonner, MSN, SVP, strategy, AHM; Sarah Kenny, VP, AHC; Nikki Snodgrass, VP, operations, AHM; Becky Crumley, VP, AHM; Rod Julian, VP, AHM; Todd Wright, VP, AHM; Patrick Kelley, VP, creative services

**Key senior hires:** Eric Tinsley, CIO, previously with Stratice Healthcare; Patrick Kelley, VP, creative services, previously with Big Yam Advertising.

**North American revenue:** \$34,000,000

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials:	5	3
Professional digital/web/mobile:	20	20
Promotional medical education:	60	55
Direct marketing:	5	2
Other:	10	20

**Total number of clients:** 46

**Total number of AOR clients:** 6

**Total number of project-based clients:** 46

**Number of accounts gained:** 9

**Number of accounts lost:** 3

**Services:** Professional (marketing/sales), Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Meeting Planning and Logistics Speaker bureau platform and services Technology solutions (nControl and the nSuite platform), KOL strategy and management (though considered above in Relationship Marketing), Medical Story-telling (content development – considered above in Med Ed), Video and motion graphic production Event recruitment services (advertising), Live Web and Satellite event management, Market research and analytics, Medical writing, Peer-to-Peer Strategy Advisory boards, Speaker trainings Speaker programming management, Congress management, Product theaters/symposia

## Benchworks

**Address:** 954 High St., Chestertown, MD 21620

**Phone:** 443-282-3602

**Founded:** 1991

**Full-time employees:** 67 (2015), 32 (2014)

**Senior management:** Thad L. Bench, CEO; Melissa Johnston, president; Emil C. Andrusko, RPh Sr. VP, pharmaceutical strategy, principal; Brenda Vujanic, EVP; Christian Meyer, VP strategic accounts; Sally Reed, VP of digital strategy; Amanda Biggar, VP of finance and admin/GM

**Key senior hires:** Christian Meyer, VP strategic accounts, previous employer Shire

**North American revenue:** \$11,000,000

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials:	8.4	13.7
Professional digital/web/mobile:	5	8.42
Professional print ads:	8.4	5.4
Consumer digital/web/mobile:	3.3	5.6
Consumer print ads:	5.6	8.1
Promotional medical education:	8.8	7
Direct marketing:	0.5	1
Public relations:	0.03	.07
Other:	50.83	31.72

**Total number of clients:** 40

**Total number of AOR clients:** 4

**Total number of project-based clients:** 36

**Number of accounts gained:** 12

**Accounts gained:** 2nd Spark, Apobiologix, Chameleon Cold Brew, Chesapeake Farms, Neos Therapeutics, Otsuka, Passport Systems, Tonix Pharmaceuticals Holding Corp, Total Nutrients, Trion Interactive

**Number of accounts resigned:** 10

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Digital, Payer/managed markets/access, working with health tech startups or innovative tech

## Biolumina Group

**Address:** 75 Varick St., 10th Floor, New York, NY 10013

**Founded:** 2008

**Parent company:** Omnicom Group, 437 Madison Ave., #2, New York, NY 10022

**Senior management:** Kirsten A. Kantak, president; Mark Friedman, EVP, CCO; Doug Tischler, SVP, CD; Jim Newton, SVP, associate creative director, art; Laura MacSwan, SVP, director of client services/integrated marketing; Brenda Aske, RPh, SVP, creative strategist; Jad Daccurso, SVP, group account supervisor

**Key senior hires:** Laura MacSwan, SVP, director of client services/integrated marketing, previous employer, Harrison and Star; Brenda Aske, RPh, SVP, creative strategist, previous employer, Harrison and Star; Kirsten A. Kantak, president, previous employer, Harrison and Star; Alexander Levine, SVP, group account supervisor, Area 23; Tanya Weschke, SVP, group account supervisor, Sudler

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials:	50	55
Professional digital/web/mobile:	35	30
Professional print ads:	10	10
Consumer digital/web/mobile:	5	5

**Total Number of clients:** 8

**Total Number of AOR clients:** 8

**Number of accounts gained:** 2

**Accounts gained:** Array BioPharma, Binimetinib, Encorafenib; Clovis Oncology, Rociletinib

**Number of accounts lost:** 1

**Accounts lost:** Apobiologix, Grastofil, Lapelga

**Services:** Professional (marketing/sales), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access.

## BrainWorks Communications

**Address:** 726 Braeburn Ln., Penn Valley, PA 19072

**Founded:** 2002

**Full-time employees:** 3 (2015), 3 (2014)

**Senior management:** Traci Montemurro, senior partner, account management; Andrew Murphy, senior partner, art and technology; Samantha Bode, partner, copy and editor

**North American revenue:** \$1,000,000



## U.S. billings, breakdown by media/source (%)

	2015	2014
Sales materials:	5	5
Professional digital/web/mobile:	40	40
Professional print ads:	5	5
Consumer digital/web/mobile:	40	40
Promotional medical education:	5	5
Direct marketing:	5	5
Other:	5	5

**Total number of clients:** 20

**Total number of AOR clients:** 2

**Total number of project-based clients:** 18

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Digital, Payer/managed markets/access, Internal Corporate Communications

## Bryant Brown Healthcare

**Address:** 12405 Venice Blvd., Suite 280, Los Angeles, CA 90066

**Founded:** 1999

**Full-time employees:** 15 (2015), 14 (2014)

**Senior management:** Sam Bryant, partner, creative director, design; Bob Brown, partner, strategic director; Kieran Angelini, partner, creative director, copy

## U.S. billings, breakdown by media/source (%)

	2015	2014
Sales materials:	20	20
Professional digital/web/mobile:	20	20
Professional print ads:	5	15
Consumer digital/web/mobile:	15	15
Consumer print ads:	10	10
Consumer broadcast:	15	5
Promotional medical education:	5	5
Direct marketing:	5	5
Public relations:	5	5

**Total Number of clients:** 12

**Total Number of AOR clients:** 7

**Total Number of project-based clients:** 5

**Number of accounts gained:** 3

**Accounts gained:** Hazelden Betty Ford Foundation, consumer and professional; Mizuho OSI, corporate, all product brands; VEP Healthcare, corporate

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

## Cadient

**Address:** 72 E Swedesford Rd., Malvern, PA 19355

**Founded:** 2002

**Parent company:** Cognizant, 500 Frank W Burr Blvd., Teaneck, NJ 07666

**Full-time employees:** 169 (2015), 159 (2014)

**Senior management:** Charlie Walker, president and COO; Will Reese, president and CIO; Chris Mycek, chief customer officer; Bryan Hill, chief technology officer; Gabrielle Pastore, global VP, commercial strategy and innovation

**Key senior hires:** Will Reese, president and CIO; Charlie Walker, president and COO

**North American revenue:** \$30,200,000

## U.S. billings, breakdown by media/source (%)

	2015	2014
Professional digital/web/mobile:	45	45
Consumer digital/web/mobile:	40	40
Other:	15	15

**Total number of clients:** 19

**Total number of AOR clients:** 5

**Total number of project-based clients:** 19

**Number of accounts gained:** 16

**Accounts gained:** Cempra AOR; BMS Orenca; BMS E4QH; AZ Speaker Portal; AbbVie Wellbeing; Abbott Vascular Workshop; AZ iRep AOR; Abbott Vascular MitraClip DAOR; Iroko DAOR; Abbott Corporate; Abbott Vascular MitraClip and Digital Workshop; Iroko DAOR; BMS Coumadin, Sustiva websites; Celgene, OurCelgene; VSS Nurse Navigator Module; BMS ARM iVA

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, Digital Communications and Design for HCP Conventions and Tradeshows

## Calcium

**Address:** The Curtis Center, Suite 250-S, Independence Square West, Philadelphia, PA 19106

**Founded:** 2015

**Full-time employees:** 55 (2015), 60 (2014)

**Senior management:** Steven Michaelson, founder, CEO; Judy Capano, managing partner, chief strategy officer; Steve Hamburg, managing partner, CCO; Garth McCallum-Keeler, managing partner, GM

**Key senior hires:** Garth McCallum-Keeler, managing partner, GM; Ankil Patel, partner, client services director, New York, previous employer: Area 23; Debra Young, SVP, creative director, copy, previous employer: Reality Rx; Tom Baldwin, VP, account group supervisor, previous employer: Razorfish Health

**U.S. billings, breakdown by media/source (%)**

	2015	2014
Sales materials:	20	20
Professional digital/web/mobile:	20	20
Professional print ads:	10	10
Consumer digital/web/mobile:	20	20
Consumer print ads:	5	5
Promotional medical education:	5	5
Direct marketing:	20	15
Public relations	0	5

**Total number of clients:** 21

**Total number of AOR clients:** 14

**Total number of project-based clients:** 7

**Number of accounts gained:** 7

**Accounts gained:** Agency of record for United Therapeutics, supporting launch of new creative and multichannel campaign for Orenitram (treprostinil), an oral prostacyclin analogue for the treatment of pulmonary arterial hypertension; Agency of record for the launch of Kamedis Bio-Herbal Dandruff Care, an innovative new OTC dandruff treatment system from the global company Kamedis; Agency of record for a new product from Interleukin Genetic; Corporate rebranding of Cortendo (a company focused on rare diseases in the endocrine space) to Strongbridge Biopharma, which included the launch of a comprehensive new website; Corporate branding work for Discovery Labs, a specialty biotechnology company focused on respiratory critical care; Product branding from Churchill Pharma; "These new business wins — along with the higher internal standards that we've set for our existing clients — indicates that Calcium is truly a force to be reckoned with and an agency that clients will want on their side."

**Number of accounts lost:** 2

**Accounts lost:** Cuvposa and Prolaryn (Merz Pharma); Teva Pharmaceuticals

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access

## Cambridge BioMarketing

**Address:** 245 First St., 12th Floor, Cambridge, MA 02142

**Founded:** 2002

**Parent company:** Everyday Health, 345 Hudson St., 16th Floor, New York, NY 10014

**Full-time employees:** 120 (2015), 75 (2014)

**Senior management:** Maureen Franco, CEO; Mike Hodgson, CCO; Lisa Hazen, chief strategy officer; Sam Falsetti, head of medical strategy and product innovation; Shauna Horvath, director brand planning; Dawn Whitelaw, director operations; Alisa Shakarian, CD; Art Alyse Sukalski, head of CB West; Ann Cave, head of client services; Heather McCann, head of HR; John Skolis, director digital strategy

**Key senior hires:** Alyse Sukalski, head of CB West, former VP, partner, at Giant; Ann Cave, head of client services, former SVP, Cramer; Dawn Whitelaw, head of operations, former SVP, operations, CDM NY

**U.S. billings, breakdown by media/source (%)**

	2015	2014
Sales materials	15	10
Professional digital/web/mobile	30	25
Professional print ads	5	10
Consumer digital/web/mobile	30	25
Consumer print ads	5	5
Promotional medical education	15	20

**Total number of clients 2015:** 15

**Total number of AOR clients 2015:** 15

**Number of accounts gained:** 5

**Details of accounts gained:** Akcea, Volanesorsen Zafgen, Beloranib Alnylam, Patisiran & Revusiran Retrophin, Cholbam & Thiola Taro, Keveyis

**Number of accounts lost in 2015:** 1

**Details of accounts lost:** Salix, Ruconest – lost with the Valeant acquisition of Salix

**Services:** Professional (marketing/sales), Consumer (Rx), Relationship marketing/direct, Med ed (on-label, non-CME type), Digital, working with health tech startups or innovative tech, public health/nonprofit/NGO

## Carling Communications

**Address:** 2550 5th Ave., Suite 150, San Diego, CA 92103

**Founded:** 2010

**Full-time employees:** 58 (2015), 58 (2014)

**Senior management:** Didi Discar, principal; Randy Adams, EVP, client strategy; Salma Jutt-Eghbali, EVP, client strategy; Lisa Pecora, EVP, CFO; Sherri Wilkins, CCO; Jim Haag, VP, creative director; Rob Heller, VP, creative director; Nikhil Patel, SVP, Scientific Communications

**Recent executive hires:** Salma Jutt-Eghbali, EVP, client strategy, previous employer: Allergan; Sherri Wilkins, CCO, previous employer: independent consultant; Nikhil Patel, SVP, scientific communication, previous employer: ThromboGenics

**North American revenue:** \$11,500,000

**U.S. billings, breakdown by media/source (%)**

	2015	2014
Sales materials	52	45
Professional digital/web/mobile	7	5
Professional print ads	6	9
Promotional medical education	11	16
Other	24	26

**Total number of clients 2015:** 17

**Total number of project-based clients 2015:** 17

**Number of accounts gained in 2015:** 2

**Details of accounts gained:** Valeant, Besivance, Cycloset, Lacrisert, Lotemax, Luzu, Prolensa, Zirgan, Zylet; Sente, Derm

**Number of accounts lost:** 1

**Details of accounts lost:** Omeros, Omidria

**Services:** Professional (marketing/sales), OTC/Wellness, Media planning and/or buying, (consumer or professional, Med ed (on-label, non-CME type), Digital, Payer/managed markets/access,

## CDM New York

**Address:** 220 East 42nd St., New York, NY 10017

**Founded:** 1984

**Parent company:** Omnicom, 437 Madison Ave., New York, NY 10017

**Full-time employees:** 317 (2015), 306 (2014)

**Senior management:** Kyle Barich, CEO, CDM; Lori Klein, president, CDM New York; Chris Palmer, managing partner, executive creative director, CDM New York; Jen O'Dwyer, associate partner, director of client services, CDM New York; Celine Vita, associate partner, director of business growth, CDM New York; Chris Fiocco, associate partner, director of account planning, CDM New York; Elizabeth Yi, associate partner, director of medical and scientific affairs, CDM New York; Debra Polkes, associate partner, creative director, CDM New York; Carolyn O'Neill, associate partner, creative director, CDM New York

**U.S. billings, breakdown by media/source (%)**

	2015	2014
Sales materials	10	10
Professional digital/web/mobile	30	30
Professional print ads	30	40
Consumer digital/web/mobile	15	15
Consumer print ads	10	5
Consumer broadcast	5	0

**Total number of clients 2015:** 53

**Total number of AOR clients 2015:** 33

**Total number of project-based clients 2015:** 20

**Number of accounts:** 9

**Details of accounts gained:** Abbott Diagnostics; J&J, Bedtime; Anacor, Crisaborole; Shire, VPRIV Global; Radius, Abaloparotide; large pharma client 4 brands

**Number of accounts lost in 2015:** 2

**Details of accounts lost:** Valeant, Fulyzaq; large pharma client one brand

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Digital, working with health tech startups or innovative tech, public health/nonprofit/NGO

## CDM Princeton

**Address:** 200 Carnegie Center, Suite 200, Princeton, NJ 08540

**Founded:** 1999

**Parent company:** Omnicom Health Group, 200 Varick St., New York, NY 10014

**Full-time employees:** 83 (2015), 85 (2014)

**Senior management:** Chuck Wagner, president; Ashley Schofield, managing partner, executive creative director; Jill Beene, managing partner, director of strategic services; Craig Romanok, associate partner, director of client services

**North American revenue:** \$29,000,000

**U.S. billings, breakdown by media/source (%)**

	2015	2014
Sales materials	80	65
Professional digital/web/mobile	55	30
Professional print ads	35	30
Consumer digital/web/mobile	10	10
Consumer print ads	10	10

**Total number of clients 2015:** 18

**Total number of AOR clients 2015:** 18

**Accounts gained:** 7

**Details of accounts gained:** Ferring, Firmagon; Sun Pharma, tildrakizumab; Teva, Bendeka, Treanda, Trisonox. Synribo, and Granix; Shire, Natpara

**Number of accounts lost:** 1

**Details of accounts lost:** Shire, Xiidra

**Services:** Professional (marketing/sales), Consumer (Rx), Relationship marketing/direct, Digital, working with health tech startups or innovative tech

## CDMiConnect

**Address:** 200 Varick St., 4th Floor, New York, NY 10014

**Year Founded or Merged:** 2000

**Parent company:** Omnicom Group, 437 Madison St., New York, NY 10022

**Full-time employees:** 144 (2015), 144 (2014)

**Senior management:** Deb Deaver, president; Eliot Tyler, managing partner, director of client services; Dina Peck, managing partner, executive creative director; Tom Galati, associate partner, creative director

**Total number of clients 2015:** 17

**Total number of AOR clients 2015:** 1

**Total number of project-based clients 2015:** 1

**Number of accounts gained in 2015:** 1

**Details of accounts gained:** 2: Theravance, Viabtiv; Horizon, Actimmune

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Digital, working with health tech startups or innovative tech, public health/nonprofit/NGO



## Centron

**Address:** 1745 Broadway, 21st Floor, New York, NY 10016

**Founded:** 2005

**Parent company:** Healthstar Communications, 1000 Wyckoff Ave., Mahwah, NJ 07430

**Full-time employees:** 101 (2015), 85 (2014)

**Senior management:** Marcia McLaughlin, president/CEO; Jennifer Samuels, EVP, MD; Gary Stamps, EVP, executive creative director; Madeleine Gold, EVP, MD; Shannyn Smith, EVP, MD; Erinn White, president, Centron PR; Scott Baxter, president, Centron MA

**Recent executive hires:** Jon Carnero, SVP, director of multichannel strategy, Jon comes to Centron from MEC, where he was a MD, creating campaigns using innovative technologies such as micro-targeted social



media, social CRM, mobile marketing, big data, content marketing. Prior to MEC, Jon was at Epsilon in the company's digital experience group. Jon has also spent time in strictly pharma promotion environments including Cline Davis & Mann where he was a VP, director of digital strategy

**North American revenue:** \$24,060,894

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	15	15
Professional digital/web/mobile	30	25
Professional print ads	5	5
Consumer digital/web/mobile	10	10
Consumer print ads	5	5
Promotional medical education	20	25
Direct marketing	5	5
Public relations	10	10

**Total number of clients 2015:** 18

**Total number of AOR clients 2015:** 14

**Total number of project-based clients 2015:** 4

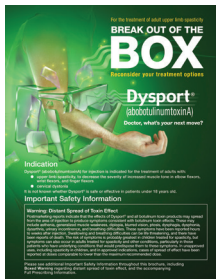
**Number of accounts gained:** 10

**Details of accounts gained:** Actavis/Allergan, Liletta, Namzaric; Bayer Healthcare, Xofigo; Bristol-Myers Squibb, Nulojix; Celgene Corporation, Revlimid; DBV Technologies, ViaSkin Peanut; EMD Serono, New Product; Genomic Health, Oncotype Dx Breast; Glenmark, New Product; OraPharma, Neutrasal, Onset; Origin, New Product

**Number of accounts lost:** 2

**Details of accounts lost:** Bayer, Nexavar; Eisai, Aloxi, Akynzeo

**Services:** Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO



## FEATURED WORK

**Description:** Dysport. Healthcare providers (HCPs) treating upper limb spasticity have entrenched prescribing habits. The launch campaign for Dysport challenges HCPs to break out of the box and reconsider treatment options. This call to action resonated with treaters and piqued interest in the Dysport trial.

**Arteric Team:** Creative: Gary Stamps, Letty Al-barran, Charles Van Deventer, Tim Glenn, Katherine Sandberg, Eva Schicker, Kaitlyn McNamara, Account: Jen Samuelson, Christopher Mangione

**Why is your sample ad special?** This ad is special because copy and visuals come together to showcase the brand promise. The Centron team challenges HCPs to break out of the box and reconsider treatment options for patients with upper limb spasticity.



**smarter marketing for pharma®**

## Closerlook

**Address:** 212 W. Superior St., Suite 300, Chicago, IL 60654

**Founded:** 1987

**Full-time employees:** 140 (2015), 120 (2014)

**Senior management titles:** David Ormesher, CEO and founder; Jon Sawyer, president and COO; Allison Davis, chief client officer; Ryan Mason, chief creative officer; Michael Tapson, chief technology officer

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Professional digital/web/mobile	90	90
Consumer digital/web/mobile	10	10

**Services:** Professional (marketing/sales), Relationship marketing/direct, Digital, working with health tech startups or innovative tech



## FEATURED WORK

**Description:** Closerlook's creative, analytics and technology offerings enable more effective and efficient multichannel marketing campaigns. We apply technology to turn data into actionable insights. This means we help you deliver the most relevant messages to customers, when and where they want it.



## CMI/Compas

**Address:** 2200 Renaissance Blvd., Suite 160, King of Prussia, PA 19406

**Founded:** 1989

**Full-time employees:** 312 (2015), 214 (2014)

**Senior management:** Stan Woodland, CEO; Susan Dorfman, chief commercial officer; James Woodland, COO; John Donovan, CFO; Nicole Woodland-De Van, SVP, buying services and deliverables; Nancy Logue, VP, human resources

**Recent executive hires:** Mary Padula, VP, media; Wayne Obetz, VP, investment analytics and decision sciences; Kate Drummond, VP, media

**North American revenue:** \$60 million to \$70 million

## U.S. billings, breakdown by media/source (%)

	2015	2014
Professional digital/web/mobile	42	40
Professional print ads	31	34
Consumer digital/web/mobile	9	6
Consumer print ads	5	5
Promotional medical education	8	5
Direct marketing	5	10
Public relations	0	1

**Total number of clients 2015:** 45

**Total number of AOR clients 2015:** 24

**Total number of project-based clients 2015:** 8

**Number of accounts gained:** 4

**Details of accounts gained:** Mallinckrodt, InFirst Healthcare, Pharmacyclics, Egaleit

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, working with health tech startups or innovative tech, non-personal promotion

## Concentric Health Experience

**Address:** 175 Varick St., New York, NY 10014

**Founded:** 2002

**Parent company:** MDC Partners, 745 5th Ave., New York, NY 10022

**Full-time employees:** 226 (2015), 155 (2014)

**Senior management:** Ken Begasse Jr., founder, CEO; Michael Sanzen, founder, chief creative officer; Jennie Fischette, managing partner, director of account strategic services; Adam Cohen, managing partner, executive creative director; David Drucker, managing partner, CFO

**Recent executive hires:** Peter Carr, EVP, European MD, former owner, Courtney Alexander Consulting; Arron O'Hare EVP, European creative director, former creative director, DJM PAN Unlimited; Ed Cowen, EVP, director of strategy, Concentric Health Intelligence, formerly of Medicus International

**North American revenue:** \$38,500,000

## U.S. billings, breakdown by media/source (%)

	2015	2014
Sales materials	25	20
Professional digital/web/mobile	25	25
Professional print ads	20	20
Consumer digital/web/mobile	15	20
Consumer print ads	5	5
Promotional medical education	5	5
Direct marketing	5	5

**Total number of clients 2015:** 18

**Total number of AOR clients 2015:** 15

**Total number of project-based clients 2015:** 3

**Number of accounts gained:** 16

**Details of accounts gained:** Bayer, Stivarga, Nexavar; Novartis, Tafinlar Mekinist, Odomzo, Tykerb; Sunovion Sun-101; Ferring, Reproductive Health; Leo, Enstilar; Collegium, Xtampza; Pfizer, Premarin; Sun Pharmaceuticals,

Elepsia XR; Intercept, OCA Global; Nualtra, Altrapen; Becton Dickinson, Diabetes Franchise; Sage Pharma, SAGE-547, Corporate; LivaNova, CNS Franchise

**Number of accounts resigned:** 1

**Details of accounts resigned:** Sobi; Kineret

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative technology, public health/nonprofit/NGO

## Create NYC

**Address:** 180 Varick St., Suite 212, New York, NY 10014

**Phone:** 646-682-7791

**Founded:** 2009

**Full-time employees:** 20 (2015), 15 (2014)

**Senior management:** Natalie McDonald, president, founding creator; Lauren Wetmore, creator, SVP account services; Sue Cohen, creator, VP of operations

**North American revenue:** \$14,070,106

## U.S. billings, breakdown by media/source (%)

	2015	2014
Sales materials	10	10
Professional digital/web/mobile	25	25
Professional print ads	5	5
Consumer digital/web/mobile	25	25
Consumer print ads	5	5
Consumer broadcast	5	5
Direct marketing	25	25

**Total number of clients 2015:** 44

**Total number of AOR clients 2015:** 17

**Total number of project-based clients 2015:** 27

**Number of accounts gained:** 12

**Details of accounts gained:** Boehringer Ingelheim: Aggrenox, Atrovent, Mobic; Noven: Brisdelle, Minivelle; Otsuka: Abilify; Pfizer: Dyloject, Ibrance, Quilivant XR, Relpax, Trumenba, Xeljanz

**Services:** Professional (marketing/sales), Consumer (Rx), Relationship marketing/direct, Digital, Payer/managed markets/access, public health/nonprofit/NGO

## DevicePharm

**Address:** 2100 Main St., Suite 250, Irvine, CA 92614

**Founded:** 2002

**Full-time employees:** 33 (2015), 29 (2014)

**Senior management:** Clay Wilemon, CEO, chief strategy officer; Jon Hermie, president; Katherine Wiseman, SVP, Brian Famigletti, VP, GM, Minnesota

## U.S. billings, breakdown by media/source (%)

	2015	2014
Sales materials	20	
Professional digital/web/mobile	25	
Professional print ads	10	
Consumer digital/web/mobile	15	
Consumer print ads	5	
Consumer broadcast	5	
Promotional medical education	5	
Direct marketing	5	
Other	10	

**Total number of clients 2015:** 44

**Total number of AOR clients 2015:** 3

**Total number of project-based clients 2015:** 42

**Number of accounts gained:** 14

**Details of accounts gained:** Agendia, MammaPrint; Bausch + Lomb, surgical products; Boston Scientific, various products

**Services:** Professional (marketing/sales), Consumer (Rx), Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, working with health tech startups or innovative tech

**Other practice areas:** Marketing Strategy, Brand Development, Digital and Interactive Media, Healthcare Provider, Education and Communication, Educating and Equipping Sales Teams, Consumer Marketing



**DiD**

**Address:** 201 S. Maple Ave., Suite 200, Ambler, PA 19002

**Founded:** 2004

**Full-time employees:** 113 (2015), 65 (2014)

**Senior management:** Peter Kenney; partner; Rick Sannem; partner; Patty Henhoeffer; SVP, MD; Elyse Cole; VP, strategy and strategic services; John DeMaio MD, VP, medical and scientific programming; Bill Fay, VP, strategic client partnerships; Abby Galardi, VP, creative services; Nicole Landau, VP, finance; Jennifer Threlfall, VP, strategic client partnerships

**Recent executive hires:** Michael Golub, MD, VP, science and medicine (DigitasHealth LifeBrands)

**North American revenue:** \$19,000,000

## U.S. billings, breakdown by media/source (%)

	2015	2014
Sales materials	15	15
Professional digital/web/mobile	25	25
Professional print ads	15	20
Consumer digital/web/mobile	15	15
Consumer print ads	15	15
Consumer broadcast	8	3
Direct marketing	7	7

**Total number of clients 2015:** 30

**Total number of AOR clients 2015:** 15

**Total number of project-based clients 2015:** 15

**Number of accounts gained:** 6

**Number of accounts resigned:** 2

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relation-

ship marketing/direct, Media planning and/or buying (consumer or professional), Digital, Payer/managed markets/access, working with health tech startups or innovative tech

## DigitasHealth LifeBrands

### Digitas Health LifeBrands

**Address:** 100 Penn Square East, 11th Floor, Philadelphia, PA 19107

**Founded:** 2011

**Parent company:** Publicis Groupe, 133 avenue des Champs Elysées, Paris, France 75008

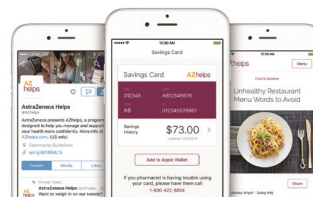
**Full-time employees:** 525 (2015), 465 (2014)

**Senior management:** Alexandra von Plato, group president, North America, Publicis Healthcare; Ashley Kuchel, group president, EU/APAC, Publicis Healthcare; Graham Mills, global chief creative officer, Publicis Healthcare; Len Dolce, divisional CFO; Greg Lewis, EVP, customer engagement; Brendan Gallagher, EVP, Connected Health Innovation; Susan Manber, EVP, brand strategy and insights; Mukarram Bhatti, EVP, healthcare strategy and analytics; Craig Douglass, ECD, GM, Philadelphia; Marion Chaplick, EVP, GM, Philadelphia; Tanya Shepley, GM, San Francisco; Raakhee Thompson, MD, London; Adrian Sansone, MD, New York; Brian Lefkowitz, EVP, ECD, New York; Eric Muller, SVP, marketing

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

**Other practice areas:** Social Media, Mobile

### AZhelps



#### FEATURED WORK

**Description:** AZhelps is a multichannel customer service innovation bridging the gap between healthcare complexity and healthcare ability. It's informed by the understanding that life is lived in moments, and the most defining moments involve our health. AZhelps is designed to be there in critical moments to support customers making health decisions.

**Creative/account team:** Creative/tech, Craig Douglass, Gary Wentz, Cassandra Fellerman, Geoff McCleary, Jeremy Shabtai, Rob Avery, Roberto Rodriguez, Chris Murray, Brian Widin, Account/PM, Greg Spiker, David Glass, Allison Hollander, Valene Chance

**Why is AZhelps special?** AZhelps symbolizes a new type of customer relationship in healthcare. At its core is a multibrand app helping customers pay less for AZ medications with one mobile savings card, providing timely medication and refill reminders, and delivering healthy lifestyle advice. @AZhelps is also on Twitter, providing one-to-one service to people looking for answers.

## Discovery USA

**Address:** 100 Penn Square East, 4th Floor, Philadelphia, PA 19107

**Founded:** 1987

**Parent company:** Publicis Health, One Penn Plaza, 250 West 34th St., New York, NY 10119

**Full-time employees:** 170 (2015), 165 (2014)

**Senior management:** Donald Young, group MD; Josh Tumelty, SVP, creative director; Kristin Keller, EVP, director of strategy; Jonathan Solinsky, VP, group director of project management and digital; Susan Johnson, EVP, director of client services; Wolf Gallwitz, chief scientific officer; Chris Schu, VP, finance director; Robin Corrales, human resources director

**Recent executive hires:** Susan Johnson, EVP, director of client services, previously Publicis Health; Chris Schu, VP, finance director, previously Publicis Health

**Total number of clients 2015:** 19

**Total number of AOR clients 2015:** 15

**Total number of project-based clients 2015:** 4

**Number of accounts gained:** 7

**Number of accounts lost:** 1

**Services:** Professional (marketing/sales), Consumer (Rx), Relationship marketing/direct, Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, public health/nonprofit/NGO

**Other practice areas:** Advocacy

## Dudnyk

**Address:** 5 Walnut Grove Dr., Suite 300, Horsham, PA 19044

**Year Founded or Merged:** 1993

**Number of Full-time employees:** 90 (2015), 63 (2014)

**Senior management:** Christopher Tobias, PhD, president; Laurie Bartolomeo, EVP, creative director; John Kemble, EVP, creative director; Drew Desjardins, EVP, chief strategy officer

**U.S. billings, breakdown by media/source (%)**

	2015	2014
Sales materials	50	50
Professional digital/web/mobile	30	30
Professional print ads	20	20

**Total number of clients 2015:** 14

**Total number of AOR clients 2015:** 14

**Number of accounts gained in 2015:** 4

**Details of accounts gained:** Chiasma, Mycapssa; Flexion, product X; Sunovion, dasotraline, Sun Pharmaceuticals, corporate, BromSite, Xelpros

**Services:** Professional (marketing/sales), Relationship marketing/direct, Media planning and/or buying (consumer or professional), Digital, Payer/managed markets/access, working with health tech startups or innovative tech

## Elevate Healthcare

**Address:** 930 Harvest Dr., Suite 430, Blue Bell, PA 19422

**Founded:** 2015

**Full-time employees:** 2 (2015)

**Senior management:** Lorna Weir, founding partner; Frank X. Powers, founding partner; Barry Schmader, chief creative officer

**Recent executive hires:** Barry Schmader recently rejoined Frank Powers and Lorna Weir at Elevate Healthcare, a multidisciplinary strategy practice. Barry and the team are dedicated to creating business impact that truly transforms, partnering upstream with our clients to harness commercial, marketing and sales, brand architecture, scientific, innovation, and operational expertise. This is especially meaningful to Barry, who believes in actually putting innovative ideas into action and bringing smart strategic plans to life. He now finds himself right at home, part of an eclectic team at Elevate comprised of the best strategic talent he knows, all true experts in a range of disciplines.

**Total number of clients 2015:** 5

**Total number of AOR clients 2015:** 2

**Number of accounts gained in 2015:** 5

**Details of accounts gained:** Five new accounts gained with multiple brand relationships with both Kaléo Pharma and Novum Pharmaceuticals

**Services:** Professional (marketing/sales), Relationship marketing/direct, Digital, working with health tech startups or innovative tech

**Other practice areas:** Elevate Healthcare Marketing is a multidisciplinary strategy lab specializing in shaping and translating commercial business objectives into actionable sales and marketing strategies that deliver measurable results for our clients. Elevate was founded on three important tenets: First, we believe the times require a new approach, and therefore, our clients need a different type of partner. So we have purposefully built our organization to bring clients the intellectual ability, agility, and experience to help them envision and actualize business opportunities. Our multidisciplinary structure — with representation from commercial, marketing/sales, scientific, and creative — allows us to take a more comprehensive and broad view of the complexities of the healthcare landscape, helping to identify and solve challenges that have a significant impact on our clients businesses.

Secondly, by working upstream of promotional agencies, our strategic practice is able to enhance and invigorate clients' objectives and then pivot quickly to help put strategies into action. We then work with clients to connect them with the right downstream resources based on the specific needs, and to help them manage the relationships and campaigns as necessary. Through this approach, our clients are able to boost their business performance and efficiency. Lastly, we understand and leverage technology as a means to meet our goals. Integrating advanced technology with outrageously smart planning means new ideas, new companies, and new products can find their voice and flourish, launching the most clever platforms in the healthcare space. Elevate lives at the intersection of technology, strategy, and creativity. Our audacious goal is to connect the dots and promote the opportunity and value of our clients' business and brands. We have a mission to elevate the role strategic marketing can play in ultimately improving the delivery of healthcare.

## Entrée Health

**Address:** 220 East 42 St., New York, NY 10017

**Founded:** 1997

**Parent company:** Omnicom Health Group, 200 Varick St., New York, NY 10014

**Number of full-time employees:** 75 (2015), 65 (2014)

**Senior management:** Andrew Gottfried, president; Nina Greenberg,



PhD, managing partner, executive creative director

**Total number of clients 2015:** 13

**Total number of AOR clients 2015:** 10

**Total number of project-based clients 2015:** 3

**Number of accounts gained in 2015:** 8

**Details of accounts gained:** Clovis Oncology, rociletinib, rucaparib; Acadia Pharmaceuticals, Nuplazid; BTG, Varithena; Neurocrine Biosciences, valbenazine; Mallinckrodt, Acthar; BTG, Varithena

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Digital, Payer/managed markets/access, working with health tech startups or innovative tech

**Other practice areas:** Market Research Managed Markets Training Data Analytics and Optimization

## EPSILON<sup>®</sup> Health<sup>™</sup>

### Epsilon

**Address:** 6021 Connection Dr., Irving, TX 75063

**Founded:** 1969

**Parent company:** Alliance Data, 7500 Dallas Pkwy., Plano, TX 75024

**Full-time employees:** 325 (2015), 300 (2014)

**Senior management:** Mark Miller, SVP, healthcare portfolio lead; Ross Quinn, SVP, client services; Sherry Byers, VP and GM; Liz Barrows, VP, strategy and insights; Soren Schneider, VP, global strategy lead; Robin Palley, VP, enterprise solutions consultant

**Recent executive hires:** Alex Gochtovt joined as SVP, client services. Prior to joining Epsilon, Alex was chief analytics and healthcare product officer for Audience Partners. Kurt Zoller has been appointed SVP, strategy and growth for healthcare agency services. Kurt previously served as director of marketing and communications at Blue Health Intelligence. Sherry Byers, VP/GM. Prior to joining Epsilon, Sherry served as group VP, account management at Digitas Health LifeBrands. Mike Salpas, VP/GM. Previously, Mike served as client partner, health at Merkle Health. Leslie Rabin has joined the consulting arm of the organization as VP, strategic consulting. Previously, Leslie served as VP, strategic planning at Discovery USA.

**North American revenue:** \$92,419,000

**Number of accounts gained:** 12

**Number of accounts lost:** 2

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

**Other practice areas:** Proprietary data assets



### FEATURED WORK

**Description:** Every quitter's journey is unique was the center of GlaxoSmithKline's "What's Your Why" campaign for Nicorette & NicoDerm CQ. Any NRT product can help with the physical, but we knew the key to driving brand engagement was to focus on the emotional side of quitting. Everyone has a reason to quit. Nicorette & NicoDerm CQ are interested in hearing each and every one of them.

**Creative/account team for ad:** Account: Karen Gebhart, Stephanie Lichtman, Jennifer Rizzo, Taylor Brickman; Creative: Bill Wiechers, Andrei Slobtsov and Daniel Dauphin

**Why is your ad special?** To connect with potential quitters we knew that we didn't need to tell quitters why they should quit smoking, they already knew that. Our job was to inspire and support them while providing an effective method of how to quit. We knew we had an opportunity to create a point of difference for the brand by shifting the beginning of the conversation from the rational to the emotional side of the journey.

### Eveo

**Address:** 1160 Battery St., Suite 275, San Francisco, CA 94111

**Founded:** 1999

### Evoke Health Group

**Address:** 101 Avenue of the Americas, 13th Floor, New York, NY 10013

**Founded:** 2006

**Parent company:** Evoke Health is a member of Evoke Group (part of the Huntsworth Health global group of best-in-class agencies), 101 Avenue of the Americas, 14th Floor, New York, NY 10013

**Full-time employees:** 200 (2015), 170 (2014)

**Senior management:** Reid Connolly, CEO; Tom Donnelly, president; Heather Torak, COO; Jonathan Isaacs, chief creative officer; Mike Dennelly, chief strategy officer

**Recent executive hires:** Patricia Habig joined as SVP, client partner, Evoke Health New York (formerly at Rosetta)

**U.S. billings, breakdown by media/source (%)**

	2015	2014
Sales materials	3	n/a
Professional digital/web/mobile	10	n/a
Professional print ads	2	n/a
Consumer digital/web/mobile	40	n/a
Consumer print ads	10	n/a
Consumer broadcast	15	n/a
Direct marketing	5	n/a
Other	5	n/a

**Total number of clients 2015:** 17

**Total number of AOR clients 2015:** 17

**Number of accounts gained in 2015:** 12

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Digital, Payer/managed markets/access, working with health tech startups or innovative tech



## Excitant Healthcare Advertising

**Address:** 1410 Meadowbrook Way, Woodstock, GA, 30189

**Founded:** 2011

**Full-time employees:** 6 (2015), 4 (2014)

**Senior management:** Mark Perlotto, president; Brian Alexx, VP, creative director

**U.S. billings, breakdown by media/source (%)**

	2015	2014
Sales materials	20	35
Professional digital/web/mobile	20	15
Professional print ads	10	10
Consumer digital/web/mobile	10	0
Consumer print ads	5	0
Consumer broadcast	5	0
Promotional medical education	5	5
Direct marketing	20	25
Other	5	0
Professional digital/web/mobile	0	15
Consumer digital/web/mobile	0	10

**Total number of clients 2015:** 7

**Total number of AOR clients 2015:** 3

**Total number of project-based clients 2015:** 4

**Number of accounts gained:** 9

**Details of accounts gained:** Neolpharma, Levo-T; Sebela Pharmaceuticals, MiCort HC; Triplefin, Corporate; Zoetis, Witness LH, Witness Relaxin, Witness FeLV, Witness Parvo, Witness Portfolio, Parasight

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, working with health tech startups or innovative tech

**Other practice areas:** Full-service professional and consumer for animal health, diagnostics, medical device, healthcare information technology and biotechnology

## FCB Health

**Address:** 100 West 33rd St., New York, NY 10001

**Founded:** 1977

**Parent company:** The Interpublic Group of Companies, 909 Third Ave., New York, NY 10022

**Full-time employees:** 746 (2015), 571 (2014)

**Senior management:** Dana Maiman, president, CEO; Rich Levy, chief creative officer; Michael Guarino, chief strategy officer; Lisa DuJat, chief talent officer; Tom Kelly, CFO

**Recent executive hires:** Aimee Mosher, EVP, group management director; Denise Lenci, EVP, creative director; Bryan Gaffin, SVP, creative director; Nick Boris, SVP, engagement director; Prudence Runyan, VP, director of CRM planning

**North American revenue:** \$125 million to \$150 million

**U.S. billings, breakdown by media/source (%)**

	2015	2014
Sales materials	16	16
Professional digital/web/mobile	29	28
Professional print ads	9	10
Consumer digital/web/mobile	17	28
Consumer print ads	4	7
Consumer broadcast	13	11
Promotional medical education	5	5
Other	7	6

**Total number of clients 2015:** 28

**Total number of AOR clients 2015:** 28

**Number of accounts gained:** 18

**Details of accounts gained:** AbbVie, one new product AOR assignment; Amgen, one new product AOR assignment; Galderma: six new products AOR assignment; Genentech, one new product AOR assignment; Gilead: two new products AOR assignment; Keryx, one new product AOR assignment; Lexicon, one new product AOR assignment; Novartis, two new product AOR assignment; Pharmadern, one new product AOR assignment; Sandoz, one new product AOR assignment; Teva, one media assignment

**Number of accounts lost:** 1

**Details of accounts lost:** Iroko – one product assignment

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech

## FCBCure

**Address:** 5 Sylvan Way, Parsippany, NJ 07054

**Founded:** 1985

**Parent company:** FCBCure is an affiliate of the FCB Health Network, whose parent is the Interpublic Group of Companies (IPG), a publicly owned company, 909 Third Ave., New York, NY 10022

**Full-time employees:** 190 (2015), 147 (2014)

**Senior management:** Christine Finamore, EVP, MD; Tom Millar, EVP, MD; Kristine Kustra, director of human resources; Nilsa Oquendo, CFO

**Recent executive hires:** After assuming responsibility for ICC Lowe in April 2015, Dana Maiman, CEO of FCB Health, hired Christine Finamore, previously with Grey Healthcare Group and CDM Group, and Tom Millar, as co-MDs. Millar joined the team in June and Finamore joined in September 2015. Four months later, the agency rebranded itself as FCBCure. In April 2016, Lisa Hunt, SVP management director joined FCBCure to lead direct to patient and consumer efforts at FCBCure. Lisa previously worked at Natrel and HealthEd. FCBCure has added 58 new employees in the past 12 months. Creative directors Marc Guttelman and Michael Maloney — both formerly from Ogilvy/Commonhealth — were brought in July to bolster the agency's expanding consumer and DTP efforts, quickly followed by Lisa Hunt, who joined as SVP, management director, previously of Natrel and HealthEd. FCBCure deepened its strategic and account leadership teams bringing on Trevor Fusaro, SVP, strategic planning director; Michael Pruskowski, SVP, group strategic planning director; Elaine Eisen, EVP, group management director; Dominic Viola, EVP, group management director; and Deborah Goldberg, SVP, MD.

**North American revenue:** \$50 million to \$55 million

**U.S. billings, breakdown by media/source (%)**

	2015	2014
Sales materials	22	25
Professional digital/web/mobile	40	24
Professional print ads	10	10
Consumer digital/web/mobile	18	19
Consumer print ads	5	7
Consumer broadcast	3	3
Promotional medical education	2	5
Public relations	0	1
Other	0	6

**Total number of clients 2015:** 12

**Total number of AOR clients 2015:** 12

**Number of accounts gained:** 12

**Details of accounts gained:** AbbVie, one new AOR product assignment; Amgen, two new AOR products assignment; Allergan, two new AOR products assignment; Janssen, two new AOR products assignment; J&J Vision Care, two new AOR products assignment; Novo Nordisk, three new AOR products assignment

**Number of accounts lost:** 1

**Details of accounts lost:** Piramal, Diagnostics

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Med ed (on-label, non-CME type), Digital, working with health tech startups or innovative tech, public health/nonprofit/NGO

## Fingerpaint

**Address:** 395 Broadway, Saratoga Springs, NY, 12866

**Founded:** 2008

**Full-time employees:** 125 (2015), 107 (2014)

**Senior management:** Ed Mitzen, founder; Bill McEllen, GM/leader of Saratoga Springs office; Andy Pyfer, GM/leader of Villanova office; Michelle Olson, GM/leader of Scottsdale office

**Recent executive hires:** As Fingerpaint stretches the limits and redefines what it means to “create something original,” the five core values of its success — People First, Collaboration, Integrity, Will to Win, and Philanthropy — remain intact alongside the agency’s senior leadership, which had no turnover in the last year. Fingerpaint did however have two major key staff additions of Bill McEllen and Bruce Rooke. Former McCann Torre Lazur president, Bill McEllen, joined our team in January to lead our Saratoga Springs, New York, office, and former GSW Worldwide global creative officer, Bruce Rooke, joined in February to lead a newly established ideation/innovation creative group.

**North American revenue:** \$21,268,065

**U.S. billings, breakdown by media/source (%)**

	2015	2014
Sales materials	10	10
Professional digital/web/mobile	20	20
Professional print ads	10	10
Consumer digital/web/mobile	20	20
Consumer print ads	10	10
Consumer broadcast	5	5
Promotional medical education	10	10
Direct marketing	5	5
Public relations	10	10

**Total number of clients 2015:** 26

**Total number of AOR clients 2015:** 11

**Total number of project-based clients 2015:** 15

**Number of accounts gained:** 9

**Number of accounts resigned in 2015:** 4

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Med ed (on-label, non-CME type), Digital, working with health tech startups or innovative tech, public health/nonprofit/NGO

**Other practice areas:** Services include: Brand Development, Strategic Planning, Digital and Multichannel Marketing, Audio and Video Production and Public Relations. Capabilities also include: Digital, Direct, CRM, B2B, Full-service Creative, Branded content, Entertainment/sports, Healthcare, Travel/hospitality, Ad Creation, Agencies, Measurement and Analytics and Social Marketing Management



## Flashpoint Medica

**Address:** 158 W 29th St., New York, NY 10001

**Founded:** 2005

**Parent company:** Omnicom, 487 Madison Ave., New York, NY 10001

**Full-time employees:** 105 (2015), 80 (2014)

**Senior management:** Charlene Prounis, CEO; Helen Appelbaum, partner; Steve Witt, executive creative director; Robin Roberts, EVP, director of client services; Kevin Gotimer, EVP, director of client services; Nicole Johnson, EVP, MD, San Francisco office; Shira Lawlor, SVP, director of business strategy; Branka Stancevic, Ph.D., SVP, group management supervisor; Heida Jonsson, SVP, director of project management

**Recent executive hires:** Jose Andrade, VP, director of creative technology, from AbelsonTaylor

**North American revenue:** \$25 million to \$30 million

**U.S. billings, breakdown by media/source (%)**

	2015	2014
Sales materials	20	20
Professional digital/web/mobile	50	50
Professional print ads	10	10
Promotional medical education	10	10
Consumer digital/web/mobile	0	10

# AGENCY A to Z

**Total number of clients 2015:** 24

**Total number of AOR clients 2015:** 19

**Total number of project-based clients 2015:** 5

**Number of accounts gained:** 10

**Details of accounts gained:** Amgen, 334 for migraine, new launch drug, global account; Amgen, Vectibix for colon/rectal cancer, AOR HCP/digital; Amgen, Vectibix for patient/consumer AOR; Novartis, Tafilar/Mekinst, AOR disease state promotion; Clovis Oncology, rucaparib, for ovarian cancer, AOR HCP/digital; Pfizer, Human growth hormone franchise, new product launch, global account; Galderma, Soolantra, patient experience program; Fidia Pharma, Hymovis, hyaluronic acid injection for OA of the knee, launch; Novartis, Tykerb, HER2+ breast cancer; American Regent/Daiichi Sanyko, Injectafer, IV iron, AOR for HCP (from digital project shop)

**Services:** Professional (marketing/sales), Med ed (on-label, non-CME type), Digital

## Flywheel

**Address:** 90 Broad St., Suite 2400, New York, NY 10004

**Founded:** 2006

**Full-time employees:** 42 (2015), 35 (2014)

**Senior management:** Dave Miller, managing partner; Jung Lee, managing partner

**North American revenue:** \$11,500,000

**U.S. billings,** breakdown by media/source (%)

	2015	2014
Sales materials	40	50
Professional digital/web/mobile	20	10
Professional print ads	5	5
Other	35	35

**Total number of clients 2015:** 23

**Total number of project-based clients 2015:** 23

**Number of accounts gained:** 7

**Details of accounts gained:** Hologic; Genentech; Regeneron; Dako; Navidea; Shionogi; Valeant.

**Services:** Professional (marketing/sales), Media planning and/or buying (consumer or professional), Digital

**Other practice areas:** Learning and Performance Development, Internal Communications

## GCG Marketing

**Address:** 2421 West 7th St., Suite 400, Fort Worth, TX 76107

**Founded:** 1973

**Full-time employees:** 29 (2015), 22 (2014)

**Senior management:** Neil Foster, president; Pat Gabriel, executive director of creative services; Allyson Cross, executive director of marketing; Kris Copeland, creative director; Lindsay Hendon, account director; Erin Ostenson, account director

**North American revenue:** \$8,000,000

**U.S. billings,** breakdown by media/source (%)

	2015	2014
Sales materials	34	30
Professional digital/web/mobile	29	25
Professional print ads	6	8
Consumer digital/web/mobile	5	10
Consumer print ads	2	0
Promotional medical education	20	17
Direct marketing	2	5
Public relations	2	5

**Total number of clients 2015:** 28

**Total number of AOR clients 2015:** 12

**Total number of project-based clients 2015:** 16

**Number of accounts gained:** 2

**Details of accounts gained:** Merz, Ultherapy, Cellfina, Neocutis; Ulthera, Ultherapy International

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, public health/nonprofit/NGO

## ghg | greyhealth group

**Address:** 200 Fifth Ave., New York, NY 10010

**Founded:** 1985

**Parent company:** WPP Group, 100 Park Ave., New York, NY 10017

**Full-time employees:** 600 (2015), 600 (2014)

**Senior management:** Lynn Vos, CEO, ghg | greyhealth group; Erin Byrne, EVP, chief client officer, ghg | New York; Nichole Davies, EVP, head of strategy, ghg | New York; Greg Lewis, EVP, managing partner, ghg | summit; Bryan Archambault, managing partner, director of client services, ghg | Kansas City; Shelley Hanna, SVP, managing partner, executive creative officer, ghg | Kansas City; Magali Sartain, SVP, managing partner, account management and operations, ghg | Kansas City; Barbara Blasso, president, IMSci; Wendy Balter, president, phase five; Claire Gillis, president, WG access; Rolando Collado, president, OnCall

**Recent executive hires:** Nichole Davies, EVP, head of strategy, formerly executive director of global engagement and operations at InterbrandHealth. "The addition of Nichole to the team will ensure our strategic focus is infused across all our disciplines, in order to bring clients the most innovative and actionable strategies possible," says Lynn Vos

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

## Giant

1700 Montgomery, Suite 485, San Francisco, CA 94111

**Founded:** 2002

**Full-time employees:** 160 (2015), 190 (2014)

**Senior management:** Steven Gold, CEO; Adam Gelling, president; Jeff Nemy, CFO; Paul Hagopian, EVP, client partnerships; Amber Rogers, EVP, managing group director; Christine Armstrong, EVP, experience design; Joshua McCasland, SVP, ECD; Ben Mallory, GM, ECD Philadelphia

**Recent executive hires:** Ben Mallory, GM, ECD Philadelphia, previously with AstraZeneca, Evoke, and Digitas; Jeff Nemy, CFO, previously with Evoke, McCann, and others

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	30	30
Professional digital/web/mobile	30	30
Professional print ads	10	10
Consumer digital/web/mobile	10	30
Promotional medical education	10	10
Direct marketing	10	10

**Total number of clients 2015:** 17

**Total number of AOR clients 2015:** 10

**Total number of project-based clients 2015:** 7

**Number of accounts gained:** 4

**Details of accounts gained:** Amgen, Nplate for Thrombocytopenia, AOR and MCM AOR; Aranesp for Anemia, AOR and MCM AOR; Kyprolis for Multiple Myeloma, MCM AOR; Xgeva for Bone Metastases, MCM AOR Baxalta: Oncaspar for Leukemia, Digital AOR; Corporate Oncology, AOR and Digital AOR project BioMarin: Cerliponase Alfa for CLN2, AOR and interactive; Vimizim for MPS IV, AOR and interactive; Talzoparib for Breast Cancer, DSE project work; Edwards: Corporate Therapy Awareness, AOR and project

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech

## Grey

**Address:** 200 Fifth Ave., New York, NY 10010

**Founded:** 1917

**Parent company:** WPP, 27 Farm Street, London, U.K. W1J 5RJ

**Full-time employees:** 1,100 (2015), 1,000 (2014)

**Senior management:** Jim Heekin, chairman, CEO, Grey Group; Michael Houston, worldwide president, CEO, Grey North America; Andreas Dahlqvist, chief creative officer, Grey New York; Millicent Badillo, partner, global health and wellness director, Grey New York

**Total number of clients 2015:** 40

**Total number of AOR clients 2015:** 39

**Total number of project-based clients 2015:** 1

**Details of accounts gained:** Healthcare wins: Bausch + Lomb (contact lenses); GSK (smokers' health, vaccines); Relypsa (Veltassa)

**Number of accounts lost:** 1

**Details of accounts lost:** Olive Garden

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relation-

ship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital

## Griff/SMC

**Address:** 9042 Thunderhead Dr., Boulder, CO 80302

**Founded:** 1975

**Senior management:** Bob Griff, founder, president and creative director; John Rainey, associate creative director

**North American revenue:** \$122,738

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	20	20
Professional digital/web/mobile	20	20
Professional print ads	5	5
Consumer digital/web/mobile	20	20
Consumer print ads	5	5
Promotional medical education	10	5
Direct marketing	15	20
Public relations	5	5

**Total number of clients 2015:** 5

**Total number of AOR clients 2015:** 5

**Number of accounts gained:** 2

**Details of accounts gained:** ProTechSure Scientific, DIFINSA53 Skin Protectant Lotion; Biocare Systems; LumiWave Infrared Light Therapy Device

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, working with health tech startups or innovative tech



INVENTIV HEALTH

## GSW Worldwide

**Address:** 500 Olde Worthington Rd., Columbus, OH 43082

**Founded:** 1977

**Parent company:** InVentiv Health, 1 Van de Graaff Drive, Burlington, MA 01803

**Full-time employees:** 533

**Senior management:** Marci Piasecki, president, GSW North America; Dan Smith, president, GSW Columbus; David Sonderman, EVP and COO, GSW Columbus; Salvatore (Sam) Cannizzaro, SVP, creative director, GSW greater Philadelphia area; Doug Mills, CFO/COO, GSW North America; Nick Capanear, EVP, executive creative director, GSW New York; Susan Perlbachs, EVP, executive director, GSW New York; Michelle Casciola, SVP, group creative director, GSW greater Philadelphia area

**Recent executive hires:** Molly Harr, VP, human resources; Adam Bergman, SVP, director of technology; Wendy Levine, EVP, director of client services

## U.S. billings, breakdown by media/source (%)

	2015	2014
Sales materials	55	48
Professional digital/web/mobile	20	20
Professional print ads	5	8
Consumer digital/web/mobile	5	10
Consumer print ads	9	7
Consumer broadcast	2	0
Direct marketing	4	7
Public relations	1	0

**Total number of clients 2015:** 40

**Total number of AOR clients 2015:** 20

**Total number of project-based clients 2015:** 20

**Number of accounts gained:** 9

**Number of accounts lost in 2015:** 6

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/non-profit/NGO

## Guidemark Health

**Address:** 6 Campus Dr., Parsippany, NJ 08540

**Founded:** 2014

**Full-time employees:** 145 (2015), 115 (2014)

**Senior management:** Matt Brown, CEO; Vic Zambrotta, president; Tina Fascetti, CCO; Martin Mannion, chief strategy officer; Fred Petito, chief behavioral and engagement officer; Omar Shoheiber, chief market access officer; Sid Gokhale, CTO, head of global operations; Sophy Regelous, COO; James Hoblitzell, CFO

**Recent executive hires:** Vic Zambrotta, president (previous employer, GSW Worldwide); Martin Mannion, chief strategy officer (previous employer, ICC Lowe); Sophy Regelous, COO (previous employer, Natrel Communications)

**North American revenue:** \$25,000,000

## U.S. billings, breakdown by media/source (%)

	2015	2014
Sales materials	10	10
Professional digital/web/mobile	25	25
Professional print ads	5	5
Consumer digital/web/mobile	20	20
Consumer print ads	5	5
Consumer broadcast	5	0
Promotional medical education	15	20
Direct marketing	10	10
Other	5	5

**Total number of clients 2015:** 82

**Total number of AOR clients 2015:** 14

**Total number of project-based clients 2015:** 45

**Number of accounts gained:** 33

**Details of accounts gained:** Major wins: Celldex, GBM; Genentech; GW Pharmaceutical, Epidiolex; Rhodes, Aptensio; Vanda Pharmaceutical, Non-24; Allergan; Celgene, Revlimid, Pomalyst; Mylan, Isosulfan; Evofem, Amphora; Seqirus, Flu

Franchise, FludPed, Flud65, Flucelvax; PaxVax, Viviotif, VaxChora, PaxVaxConnect; Ostuka, Abilify Maintena; Zoetis, Simparica

**Number of accounts:** 2

**Details of accounts lost:** Cubist: acquired by Merck; Pfizer: agency consolidation

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech

**Other practice areas:** Guidemark Health launched Praedicis, a proprietary Guidemark Health methodology that draws on decades of research from the social, cognitive, and decision sciences to more deeply understand the factors influencing the decisions and behaviors of all healthcare constituents. In addition to behavioral science as an exciting new area of practice, Guidemark Health launched its Market Access offering to provide payer and health outcomes solutions recognizing the increasingly important resource need for healthcare marketers.

## H4B Boston

**Address:** 10 Summer St., Boston, MA 02110

**Founded:** 2012

**Parent company:** Havas Health, 200 Madison Ave., New York, NY 10016

**Full-time employees:** 34 (2015), 20 (2014)

**Senior management:** Stephen T. Piotrowski, EVP, MD; Julien Jarreau, EVP, creative director; Leigh Hatcher, SVP, director of client services; Andrew Ting, VP, medical director

**Total number of clients 2015:** 8

**Total number of AOR clients 2015:** 6

**Total number of project-based clients 2015:** 2

**Number of accounts gained:** 2

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/non-profit/NGO

**Other practice areas:** As part of the Havas Health unified network, we galvanize expertise in cross-marketing disciplines based on our clients' needs. We consider ourselves "opti-sized" for optimal results and scalability through our core capabilities and responsive global network affiliates.

## H4B Catapult

**Address:** 300 American Metro Blvd., Suite 220, Hamilton, NJ 08619

**Founded:** 2002

**Parent company:** Havas Health, 200 Madison Ave., New York, NY 10016

**Full-time employees:** 104 (2015), 85 (2014)

**Senior management:** Eric Morse, EVP, director of client services; David Newman, EVP, director of client services; Kristen Pilkiewicz, SVP, creative director; Miriam Slome, EVP, account planning director; Tracy Zuto, EVP, executive creative director

**Recent executive hires:** Tracy Zuto, EVP, executive creative director (previously with CDM Princeton)

**Total number of clients 2015:** 12



**Total number of AOR clients 2015:** 10

**Total number of project-based clients 2015:** 2

**Number of accounts lost:** 1

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/non-profit/NGO

**Other practice areas:** In 2015, H4B Catapult added a highly specialized Oncology Business Unit (OBU) to focus on a critical area of growth for our agency. Headed by three industry oncology experts, the OBU provides clients with a wealth of collective experience from past work across a wide range of oncology brands in both the solid and hematologic settings. The addition of Snap Labs, an innovative think tank, offers clients the opportunity to engage and collaborate with leading academic institutions and hospitals, health accelerators/incubators, technology companies, and key industry visionaries to be on the leading edge of healthcare innovation.

## H4B Chelsea

**Address:** 200 Madison Ave., New York, NY 10016

**Founded:** 2002

**Parent company:** Havas Health, 200 Madison Ave., New York, NY 10016

**Full-time employees:** 365 (2015), 273 (2014)

**Senior management:** Christian Bauman, partner, CCO; Michael Peto, partner, COO; Steven Nothel, partner, chief client service officer

**Recent executive hires:** 2015: Anna Kotis current position: H4B Chelsea, associate MD, marketing strategy and innovation; previous position: global marketing and strategic roles at Pfizer, Mesoblast, and Forrester

**Total number of clients 2015:** 24

**Total number of AOR clients 2015:** 19

**Total number of project-based clients 2015:** 5

**Number of accounts gained:** 7

**Number of accounts resigned:** 2

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

**Other practice areas:** Health4Brands Nurse Practice: Nurses are playing an increasingly important role, given the changes in healthcare dynamics and the increase in specialty pharmaceuticals. The amount of time nurses spend on patient education has increased dramatically in just the past two years alone.

## Harrison and Star

**Address:** 75 Varick St., New York, NY 10013

**Founded:** 1986

**Parent company:** Omnicom Group, 437 Madison Ave., New York, NY 10022

**Senior management:** Ty Curran, chairman, CEO; Charles Doomany, group president, CFO; Mardene Miller, president; Mario Muredda, president; Mark Friedman, EVP, CCO, art; Bill Major, SVP, director of agency excellence, operations management; Terese Kung, executive director,

strategy and innovation, account services; Marina Jean, EVP, MD, officer; Robert Gemignani, EVP, chief human resources officer, human resources

**U.S. billings, breakdown by media/source (%)**

	2015	2014
Sales materials	15	15
Professional digital/web/mobile	40	40
Professional print ads	40	40
Promotional medical education	5	5

**Total number of clients 2015:** 1

**Total number of AOR clients 2015:** 14

**Total number of project-based clients 2015:** 1

**Number of accounts lost:** 1

**Details of accounts lost:** Incyte

**Services:** Professional (marketing/sales), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

## Havas Adrenaline

**Address:** 205 Hudson St., New York, NY 10013

**Founded:** 2009

**Parent company:** Havas Worldwide, 200 Hudson St., New York, NY 10013

**Full-time employees:** 27 (2015), 22 (2014)

**Senior management:** Larry Pollare, MD; Rich Russo, MD and CCO; Catherine Gill, director, strategic planning; Darrin Abrams, deputy creative director

**North American revenue:** \$9,500,000

**U.S. billings, breakdown by media/source (%)**

	2015	2014
Consumer digital/web/mobile	13	12
Consumer print ads	14	13
Consumer broadcast	71	72
Other	2	2

**Total number of clients 2015:** 7

**Total number of AOR clients 2015:** 6

**Total number of project-based clients 2015:** 1

**Number of accounts gained:** 1

**Details of accounts gained:** Galderma: qilib

**Services:** OTC/Wellness, Relationship marketing/direct, Digital, public health/nonprofit/NGO

## Havas Gemini

**Address:** 200 Madison Ave., New York, NY 10016

**Founded:** 2015

**Parent company:** Havas Health, 200 Madison Ave., New York, NY 10016

**Full-time employees:** 38 (2015), 25 (2014)

**Senior management:** Gary Ainsworth, MD; Michael Pill, MD

**Total number of clients 2015:** 10

**Total number of AOR clients 2015:** 10

**Number of accounts gained in 2015:** 2

**Services:** Payer/managed markets/access

## Havas Health

**Address:** 200 Madison Ave., New York, NY 10016

**Founded:** 2009

**Parent company:** Havas Group, 29-30 quai de Dion Bouton, Puteaux Cedex, Paris, France

**Full-time employees:** 3450 (2015), 2900 (2014)

**Senior management:** Donna Murphy, global CEO

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

**Other practice areas:** Consulting

## Havas Health Software

**Address:** 200 Madison Ave., New York, NY 10016

**Founded:** 2012

**Parent company:** Havas Health, 200 Madison Ave., New York, NY 10016

**Full-time employees:** 40 (2015), 29 (2014)

**Senior management:** Dan Marselle, chief of operations; Jeff Bogursky, SVP

**Services:** Working with health tech startups or innovative tech

**Other practice areas:** We have a focused vision to use technology to create better health experiences and outcomes. Offerings include: Digital health strategy, Digital Asset Management and Automated Workflow Solutions, Change Management, Software and Process Management, Mobile and tablet applications, 3D environments and virtualizations, Pilots and prototypes

## Havas Life & Wellness

**Address:** 200 Madison Ave., New York, NY 10016

**Founded:** 2014

**Parent company:** Havas Health, 200 Madison Ave., New York, NY 10016

**Full-time employees:** 62 (2015), 50 (2014)

**Senior management:** Laurel Rossi, president; Christine Leonard, EVP, planning director; Bonnie Heller, VP, director of operations

**Total number of clients 2015:** 6

**Total number of AOR clients 2015:** 4

**Total number of project-based clients 2015:** 2

**Number of accounts gained:** 1

**Services:** Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Digital, working with health tech startups or innovative tech, public health/nonprofit/NGO

**Other practice areas:** Social Media

## Havas Life Metro

**Address:** 200 Madison Ave., New York, NY 10016

**Founded:** 1980

**Parent company:** Havas Health, 200 Madison Ave., New York, NY 10016

**Full-time employees:** 189 (2015), 160(2014)

**Senior management:** Cris Morton, president; Christine D'Appolonia, MD; Noel Castro, MD, chief creative officer

**Total number of clients 2015:** 15

**Total number of AOR clients 2015:** 10

**Total number of project-based clients 2015:** 5

**Number of accounts gained:** 4

**Number of accounts resigned:** 1

**Number of accounts lost:** 1

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech

## Havas Life New York

**Address:** 12 East 36th St., New York, NY 10016

**Founded:** 2003

**Parent company:** Havas Health, 200 Madison Ave., New York, NY 10016

**Full-time employees:** 138 (2015), 125 (2014)

**Senior management:** Allison Ceraso, MD, chief creative officer; Michael McNamara, MD

**Recent executive hires:** Ellen Gutierrez, SVP director of planning. Returning to Havas after stint at Saatchi & Saatchi

**Total number of clients 2015:** 16

**Total number of AOR clients 2015:** 14

**Total number of project-based clients 2015:** 2

**Number of accounts gained:** 8

**Number of accounts resigned:** 1

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

## Havas Lynx

**Address:** 200 Madison Ave., New York, NY 10016

**Founded:** 2012

**Parent company:** Havas Health, 200 Madison Ave., New York, NY 10016

**Full-time employees:** 352 (2015), 300 (2014)

**Senior management:** Larry Mickelberg, partner, president; Erik Mednis, chief creative officer, MD

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Digital, working with health tech startups or innovative tech

## Havas PR

**Address:** 200 Madison Ave., New York, NY 10016

**Founded:** 1976

**Parent company:** Havas Health, 200 Madison Ave., New York, NY 10016

**Full-time employees:** 1200 (2015), 1200 (2014)

**Senior management:** Marian Salzman, CEO, Havas PR North America

**Total number of clients 2015:** 300

**Total number of AOR clients 2015:** 50

**Total number of project-based clients 2015:** 100

**Number of accounts gained in 2015:** 50

**Number of accounts lost in 2015:** 20

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/non-profit/NGO

**Other practice areas:** Consumer PR, Corporate Identity and Design, Corporate PR, Crisis Management, Event, Financial Communications, Health and Wellness PR, Internal Communications, Public Affairs, and Sports Communications

## Havas Production Services (HPS)

**Address:** 200 Madison Ave., New York, NY 10016

**Founded:** 2012

**Parent company:** Havas Health, 200 Madison Ave., New York, NY 10016

**Full-time employees:** 700 (2015), 700 (2014)

**Senior management:** Dan Marselle, CEO; Paul Delboy, SVP, operations

**Other practice areas:** HPS is a global advertising implementation network with a fresh approach to delivering your brand message across all media, markets, and languages. Our global operations, right-shoring protocols, and proprietary technology platform are designed to meet today's higher value service needs. We provide our clients a portfolio of high-end solutions for digital, broadcast, video, imaging, and print work streams, including creative masters, adaptation and transcreation.

## Havas Tonic

**Address:** 200 Hudson St., New York, NY 10013

**Founded:** 1991

**Parent company:** Havas Worldwide, 200 Hudson St., New York, NY 10013

**Full-time employees:** 110 (2015), 120 (2014)

**Senior management:** Paul Klein, managing partner; Phil Silvestri, managing partner/chief creative officer; Liz Kane, MD, strategic planning; Maureen Russell, CRM director; John Rea, executive creative director; Kurt Nossan, executive creative director

**North American revenue:** \$46,000,000

**U.S. billings, breakdown by media/source (%)**

	2015	2014
Consumer digital/web/mobile	34	31
Consumer print ads	17	25
Consumer broadcast	24	27
Direct marketing	20	11
Other	5	6

**Total number of clients 2015:** 9

**Total number of AOR clients 2015:** 7

**Total number of project-based clients 2015:** 2

**Number of accounts gained:** 3

**Details of accounts gained:** Sanofi: Diabetes Portfolio; Indivior: various and confidential; Debra of America: Epidermolysis Bullosa nonprofit

**Number of accounts resigned:** 1

**Details of accounts resigned:** Otsuka/Lundbeck: Abilify Maintena

**Number of accounts lost in 2015:** 1

**Details of accounts lost:** Bayer: Claritin, Dr. Scholl's and Coppertone

**Services:** Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Digital, working with health tech startups or innovative tech, public health/nonprofit/NGO

## Havas Worldwide San Francisco

**Address:** 1725 Montgomery St., Suite 300, San Francisco, CA 94111

**Founded:** 1999

**Parent company:** Havas Worldwide, 200 Hudson St., New York, NY 10013

**Full-time employees:** 60 (2015), 45 (2014)

**Senior management:** Alan Burgis, CEO; Monette Hagopian, MD; Ernie Lageson, executive creative director; Ben Hewett, director of content and UX strategy; John Dickey, director of project management; Diana Manning, director of technology

**Recent executive hire:** Ben Hewett, director of content and UX strategy. Previous employers: YMedia Labs, Docusign, SolutionSet, Zoomedia

## U.S. billings, breakdown by media/source (%)

	2015	2014
Sales materials	10	8
Professional digital/web/mobile	33	30
Professional print ads	7	5
Consumer digital/web/mobile	35	41
Consumer print ads	4	6
Consumer broadcast	3	1
Direct marketing	8	9

**Total number of clients 2015:** 15

**Total number of AOR clients 2015:** 8

**Total number of project-based clients 2015:** 7

**Number of accounts gained:** 5

**Details of accounts gained:** Genentech; Esbriet, Ocrevus, HER2 Franchise, Lampalizumab Clinical Trials Roche: SR&O

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

**Other practice areas:** Clinical Trial Recruitment

## HCB Health

**Address:** 701 Brazos St., Suite 1100, Austin, TX 78701

**Founded:** 2001

**Full-time employees:** 75 (2015), 50 (2014)

**Senior management:** Kerry Hilton, partner, CEO; Nancy Beesley, partner, CSO; Al Topin, president, HCB Chicago; Kim Carpenter, associate partner, executive VP, integrated services; Amy Dowell, associate partner, EVP, strategy

**Recent executive hires:** Amy Hansen, SVP, creative director; Greg Niemczyk, VP, new business; Nick Rambke, VP, group account director

**North American revenue:** \$18,950,000

## U.S. billings, breakdown by media/source (%)

	2015	2014
Sales materials	10	10
Professional digital/web/mobile	40	35
Professional print ads	5	10
Consumer digital/web/mobile	10	10
Consumer print ads	10	10
Consumer broadcast	15	15
Promotional medical education	5	5
Direct marketing	3	3
Public relations	2	2

**Total number of clients 2015:** 30

**Total number of AOR clients 2015:** 4

**Total number of project-based clients 2015:** 26

**Number of accounts gained:** 11

**Details of accounts gained:** Arlington Surgical; Galderma; Pearson; Texas Cancer for Proton Therapy; Tissue Banks International; Austin Regional Clinic; Lifeline Screening; Tissue Regenix; Medtronic; The Medicines Company, Baxter Nutrition, Vermillion

**Number of accounts lost:** 2

**Details of accounts lost:** Mission Pharma; The Medicines Company

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, working with health tech startups or innovative tech, public health/nonprofit/NGO

**Other practice areas:** Strategic Planning and Insight Development Consulting Group, Executive Level Advising

## HealthWork

**Address:** 1285 Avenue of the Americas, New York, NY 10019

**Founded:** 2010

**Parent company:** Omnicom, 437 Madison Ave., New York, NY 10022

**Full-time employees:** 45 (2015), 35 (2014)

**Senior management:** John Osborn, president, CEO, BBDO NY; Chris Palmer, ECD, CDM NY; Denise Henry, MD, HealthWork

**Recent executive hires:** Nicole Torrillo, SVP, senior director, HealthWork; Chris Palmer assumed the creative leadership role at HealthWork, succeeding Josh Prince, who was promoted to CMO of Omnicom Health Group

**Total number of clients 2015:** 10

**Total number of AOR clients 2015:** 10

**Number of accounts gained:** 4

**Details of accounts gained:** Pfizer, Undisclosed multiple assignments; Abbott, Diagnostic Franchise

**Number of accounts lost:** 1

**Details of accounts lost:** Noven, Brisdelle (ceased promotions)

**Services:** Professional (marketing/sales), Consumer (Rx), Relationship marketing/direct, Digital, Payer/managed markets/access, working with health tech startups or innovative tech

## Heartbeat Ideas and Heartbeat West

**Address:** 200 Hudson St., 9th Floor, New York, NY 10013

**Founded:** 1998

**Parent company:** Publicis Health, One Penn Plaza, 5th Floor, New York, NY 10119

**Full-time employees:** 163 (2015), 112 (2014)

**Senior management:** Bill Drummy, founder, CEO; Nadine Leonard, chief strategy officer; James Talerico, chief creative officer; Linda Bennett, EVP, client services; Lee Slovitt, SVP, media; Jennifer Campanaro, SVP, GM, Heartbeat Ideas; Janelle Starr, SVP, GM, Heartbeat West; Claudia Riegelhaupt, VP, production

**Recent executive hires:** The majority of Heartbeat's senior management team has been consistent for over seven years now. Linda Bennett joined us in May 2014, but has been part of Parent company (Publicis Health) organizations for close to 25 years. Tenure is noted below for reference. Bill Drummy, founder, CEO, 18 years; Jennifer Campanaro, SVP, GM, Heartbeat Ideas, 15.5 years; Janelle Starr, SVP, GM, Heartbeat West, 12 years; Lee Slovitt, SVP, media, 10 years; Claudia Riegelhaupt, VP, production, 10 years; James Talerico, chief creative officer, nine years;

Nadine Leonard, chief strategy officer, seven and a half years; Linda Bennett; EVP, client services, two years

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	10	10
Professional digital/web/mobile	20	20
Professional print ads	15	15
Consumer digital/web/mobile	25	25
Consumer print ads	10	10
Consumer broadcast	5	5
Direct marketing	5	5
Other	10	10

**Total number of clients 2015:** 16

**Total number of AOR clients 2015:** 11

**Total number of project-based clients 2015:** 4

**Number of accounts gained:** 7

**Details of accounts gained:** BMS, Opidvo & Yervoy; Janssen/Pharmacyclics, Imbruvica; Genentech, ocrelizumab; Sanofi, dupulimab; Novan Therapeutics, two confidential clients

**Number of accounts resigned:** 2

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Digital, working with health tech startups or innovative tech, public health/non-profit/NGO

## Huntsworth Health

**Address:** 800 Township Line Rd., Suite 300, Yardley, PA 19067

**Founded:** 2005

## Hyperbolous

**Address:** 420 Lexington Ave., Suite 2440, New York, NY 10170

**Founded:** 2002

**Full-time employees:** 12 (2015), 15 (2014)

**Senior management:** Blaine Lifton, CEO; Andrew Rider, director of client services; Marcus Kemp, creative director; Pam Hopkins, COO

**North American revenue:** \$2,000,000

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	10	5
Consumer digital/web/mobile	20	5
Consumer print ads	10	5
Consumer broadcast	50	50
Direct marketing	10	5

**Total number of clients 2015:** 6

**Total number of AOR clients 2015:** 3

**Total number of project-based clients 2015:** 3

**Number of accounts gained:** 4

**Details of accounts gained:** CligStudios, Drink Maple Water, Saatva Mattress

Company, Saba Medical University

**Number of accounts lost:** 1

**Details of accounts lost:** Lovesac Furniture Company: They took their marketing in-house.

**Services:** Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Digital, working with health tech startups or innovative tech, public health/nonprofit/NGO

## Infuse Medical

**Address:** 3366 W Mayflower Ave., Lehi, UT 84043

**Founded:** 2007

**Full-time employees:** 36 (2015), 40 (2014)

**Senior management:** Jordan Erickson, founding partner; Brook Har-ker, founding partner; Steve Deverall, founding partner; James Norton, founding partner

**Recent executive hires:** Dave Massey, VP, sales and marketing. Previous employer, Lanyon

**North American revenue:** \$5,000,000

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Professional digital/web/mobile	85	85
Consumer digital/web/mobile	5	5
Promotional medical education	10	10

**Total number of clients 2015:** 85

**Total number of project-based clients 2015:** 85

**Number of accounts gained:** 15

**Details of accounts gained:** 3M Digital Oral Care, Ambu BioTelemetry, BSD Medical, CoNexions, Illumina, Insulet Corporation, Interrad Medical, Lake Region Medical, MedImmune, Purdue University, Stereotaxis, TVA Medical, Vantage Surgical, Xenco Medical

**Number of accounts resigned:** 67

**Details of accounts resigned:** Abbott, Abiomed, Align Technology, AngioDy-namics, C.R. Bard, Beckman Coulter, Biomet, Boston Scientific, Cardinal Health, CareFusion, Cogentix, Coherex Medical, Coloplast, Edwards Lifesciences, EndoStim, EOS Imaging, Exactech, Focal Therapeutics, GE Healthcare, Surgery, HealthTronics, Hologic, Biosense, Webster K2M, Karl Storz Endoscopy, LeMaitre; LifeLine Sciences, Medtronic, Megadyne, Merz Aesthetics, Myriad Genetics, NDS Surgical Imaging, NeuroCom International, NeuWave, NuVasive, Olympus Medical, Ortho Development Corporation, Oxford, Immunotec, Reina Imaging, Roche, Sage Products, SentreHeart, Smith & Nephew, Spacelabs Healthcare, Spectranetics, St. Jude Medical, Teleflex, Terumo, Thoratec Corporation, Uresil, Varian Medical Systems, Volcano Corporation, WL Gore

**Services:** Professional (marketing/sales), Med ed (on-label, non-CME type), Digital



## Intouch Solutions

**Address:** 7045 College Blvd., Suite 300, Overland Park, KS 66211

**Founded:** 1999

**Full-time employees:** 710 (2015), 568 (2014)

**Senior management:** Faruk Capan, CEO/founder; Wendy Blackburn, EVP; Boris Kushkuley, EVP; Angela Tenuta, EVP; David Windhausen, EVP

**Recent executive hires:** Intouch's core leadership has remained consistent and continues to grow as the agency grows. In 2015, Intouch strengthened its senior leadership team with the addition of SVPs Kristi Veitch, Brady Walcott, and Dirk Reinhardt. Veitch came to the agency from VML to lead Intouch's ever-expanding human resources department. Walcott guides major business development efforts. Reinhardt now heads up Intouch strategic planning services. So far in 2016, the agency has brought in Chris Shirling as CFO and Peter Weissberg as group director of market access. Shirling is responsible for budgeting, cash management, forecasting, strategy development, and reporting accurate and timely financial information for the company. Weissberg's primary responsibilities are to help Intouch's life sciences clients successfully navigate and address the challenges that come with increased focus on long-term treatment outcomes and dramatic shifts in decision-making control.

**North American revenue:** \$105,000,000

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Professional digital/web/mobile	50	50
Consumer digital/web/mobile	50	50

**Total number of clients 2015:** 52

**Total number of AOR clients 2015:** 16

**Total number of project-based clients 2015:** 36

**Number of accounts gained:** 32

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

**Other practice areas:** Medical device and diagnostics

## inVentiv Health Public Relations Group

**Address:** 450 West 15th St., Suite 700, New York, NY 10011

**Founded:** 1995

**Parent company:** inVentiv Health, 1 Van de Graaff Dr., Burlington, MA 01803

**Full-time employees:** 368 (2015), 344 (2014)

**Senior management:** Jeanine O'Kane, president, inVentiv Health Public Relations Group, U.S.; Joanne Wunder, president, inVentiv Health Public Relations Group, EU; Christie Anbar, MD, Chamberlain; Julie Adrian, MD, Chandler Chicco Agency, U.S.; Shauna Keough, MD, Biosector 2

**Recent executive hires:** Daniel Zaret, inVentiv Health PR Group, CFO; Bryan Blatstein, inVentiv Health PR Group; Marie Emms, clinical trial recruitment, inVentiv Health PR Group; Jessica Birardi, inVentiv Health PR Group, team leader; Judy Welage, CCA New York, media specialist;

Lisa Waters, CCA Los Angeles, MD; Michael Meo, Chamberlain U.S., SVP; Helen Swift, Chamberlain U.K., director; Andria Arena, Biosector 2 U.S., media specialist; Katherine Phan, Biosector 2 U.K., PR, consultant

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Professional digital/web/mobile	1	1
Consumer digital/web/mobile	2	2
Consumer broadcast	1	1
Direct marketing	1	0
Public relations	95	96

**Total number of clients 2015:** 86

**Number of accounts gained:** 43

**Details of accounts gained:** To clarify above, many of our clients are not AOR or project-based. Globally we won more than 43 new accounts and 90 new projects in 2015, and 5 new accounts and 2 new projects in 2016 so far.

**Number of accounts lost:** 3

**Details of accounts lost:** We lost a few small accounts globally, approximately 2% of our revenue. However, this negligible amount was offset by organic growth from existing clients.

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

**Other practice areas:** Clinical Trial Recruitment, Change Engagement Advocacy, Crisis Comms, Corporate Comms, Employee Comms, Financial Comms, Health-care, Multicultural Public Affairs, Research and Analytics

## Invivo Communications

**Address:** 60 Atlantic Ave., Suite 200, Toronto, Ontario M6K 3P8 Canada

**Founded:** 2000

**Full-time employees:** 75 (2015), 75 (2014)

**Senior management:** Reg Bronskil, CEO; Andrea Bielecki, president; Kevin Millar, VP, operations; Patti Rempel, VP, sales and marketing; Kristina Sauter, VP, client

**Recent executive hires:** Kristina Sauter, VP, client services, previous employer was Havas

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	15	20
Professional digital/web/mobile	50	60
Consumer digital/web/mobile	20	20
Promotional medical education	15	0

**Total number of clients 2015:** 25

**Total number of project-based clients 2015:** 25

**Number of accounts gained:** 9

**Details of accounts gained:** Stryker, Genzyme, Eli Lilly, Leo, Takeda

**Number of accounts resigned:** 2

**Details of accounts resigned:** Edwards, Janssen

**Number of accounts lost:** 2

**Details of accounts lost:** Edwards, Janssen

**Services:** Professional (marketing/sales), Consumer (Rx), Med ed (on-label, non-CME type), Digital, working with health tech startups or innovative tech, public health/non-profit/NGO

## Iomedia

**Address:** 640 W 28th St., 9th Floor, New York, NY 10001

**Founded:** 1997

**Full-time employees:** 175 (2015), 150 (2014)

**Senior management:** Peter Korian, CEO, founder; Marc Porter, MD; John Leone, SVP, strategy and analytics; Brian Kerrigan, VP, technology and user experience

**Recent executive hires:** Brian Kerrigan, VP, technology and user experience, previously at CDM

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	10	10
Professional digital/web/mobile	20	30
Professional print ads	5	5
Consumer digital/web/mobile	20	20
Promotional medical education	10	20
Direct marketing	20	20
Public relations	5	5
Other	10	10

**Total number of clients 2015:** 14

**Total number of AOR clients 2015:** 3

**Total number of project-based clients 2015:** 11

**Number of accounts gained:** 3

**Details of accounts gained:** NeuroSys, MS Care Connect Biogen, Avonex & Plegridy Janssen Biotech, Simponi Aria

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/non-profit/NGO

**Other practice areas:** Iomedia develops proprietary, custom software solutions for Pharma, Biotech, Payer, Pharmacy, and Consumer companies to replace or optimize traditional digital and off-line sales, marketing, research, and customer support services.

## J Health Marketing Solutions

**Address:** 65 Enterprise, Aliso Viejo, CA 92656

**Founded:** 2002

**Full-time employees:** 11 (2015), 11(2014)

**Senior management:** Steve Johnson, president; Amy Guilfoile, director of operations

**North American revenue:** \$4,000,000

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	40	20
Professional digital/web/mobile	20	20
Professional print ads	10	20
Consumer digital/web/mobile	5	5
Consumer print ads	10	10
Consumer broadcast	5	5
Promotional medical education	5	10
Direct marketing	5	5

**Total number of clients 2015:** 9

**Total number of AOR clients 2015:** 6

**Total number of project-based clients 2015:** 3

**Number of accounts gained:** 3

**Details of accounts gained in 2015:** Bioness, MicroVention, NSite

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Digital, working with health tech startups or innovative tech

## JUICE PHARMA WORLDWIDE

### Juice Pharma Worldwide

**Address:** 322 8th Ave., 10th Floor, New York, NY 10001

**Founded:** 2002

**Full-time employees:** 156 (2015), 142 (2014)

**Senior management:** Lois Moran, founding partner and president/CEO; Lynn Macrone, founding partner and chief creative-strategic officer; Forrest King, founding partner and chief innovation officer; Roxana Bannach-Lin, EVP, MD, strategic planning/business development; Colleen Carter, EVP, MD, client services; Adam Kline, EVP, MD, global creative director; Howard Nagelberg, MD, CFO; Robert Palmer, EVP, MD, digital and video; Laurence Richards, EVP, MD, client services; Joan Wildermuth, EVP, MD, global creative director

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Professional digital/web/mobile	30	40
Professional print ads	15	15
Consumer digital/web/mobile	30	30
Consumer print ads	5	5
Consumer broadcast	20	10

**Total number of clients 2015:** 35

**Total number of AOR clients 2015:** 19

**Number of accounts gained:** 17

**Details of accounts gained:** Alcon: Simbrinza; BioMarin: Vimizim, InSys Therapeutics: Syndros; Merck & Co.: Raltegravir OD; Novartis Oncology: Afinitor, Jadenu, Votrient; Neurocrine Biosciences: Valbenazine; Ultragenyx: Aceneuramic acid, KR23, rhGUS, rhPPCA, Triheptanoin; Valeant: Addyi, Jublia, Onexton, Xifaxan

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Digital, working with health tech startups or innovative tech



### FEATURED WORK

**Description:** Active patients are on a journey to find the treatment that is right for them. With an immersive brand experience spanning print, video mailer, web, mobile app, and interactive visual aids, the Bring It campaign is a destination to help them on this journey.

**Creative/account team for ad:** Creative director, art: Annie Foster; creative director, copy: Justin Rubin; art directors: Colleen McGinn, Carlo Grioli; copywriters: Jessica Messier, Connor Dooley; account: Andrei Lombardi, Derek McLamb

**Why is your ad special?** With its engaging fusion of information and inspiration, Bring It is an empowering campaign that educates and motivates patients to talk to their doctors about starting, staying, and traveling with Xyntha.

## Julie A. Laitin Public Relations

**Address:** 1350 Avenue of the Americas, 2nd Floor, New York, NY 10023

**Founded:** 1982

**Full-time employees:** 5 (2015), 5 (2014)

**Senior management:** Julie Laitin, president; Cynthia Amorese, SVP

**U.S. billings, breakdown by media/source (%)**

	2015	2014
Public relations	100	100

**Total number of clients 2015:** 6

**Total number of AOR clients 2015:** 3

**Total number of project-based clients 2015:** 3

**Number of accounts gained:** 2

**Details of accounts gained:** AbelsonTaylor, HCB, Natrel, Sandbox, Triple Threat, StrikeForce

**Services:** Professional (marketing/sales), Media planning and/or buying (consumer or professional), Digital

**Other practice areas:** Complete public relations



## Klick Health

**Address:** 175 Bloor St. East, Ontario, Toronto, Canada M3A 1W3

## Lanmark360

**Address:** 804 Broadway, West Long Branch, NJ 07764

**Founded:** 1977

**Full-time employees:** 35 (2015), 45 (2014)

**Senior management:** Howard Klein, president; Tracey Clayton, VP, operations; Danielle Avalone, VP, account services

**North American revenue:** \$8,500,000

**U.S. billings, breakdown by media/source (%)**

	2015	2014
Sales materials	18	15
Professional digital/web/mobile	26	30
Professional print ads	10	11
Consumer digital/web/mobile	3	4
Consumer print ads	4	5
Promotional medical education	5	7
Direct marketing	9	7
Public relations	25	21

**Total number of clients 2015:** 24

**Total number of AOR clients 2015:** 8

**Total number of project-based clients 2015:** 16

**Number of accounts gained:** 5

**Details of accounts gained:** Kuraray, Panavia; Exeltis, Vitafof Fe+; Cetylite, Cetacaine; Tech Squared Dental Studios; Jar of Hope (nonprofit foundation)

**Number of accounts lost:** 1

**Details of accounts lost:** DentaPure

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO



## FEATURED WORK

**Description:** Whether it's emergent or planned, intubation can mean the difference between life and death. In a Message Impact Study, this ad's readership ratings rose to the top among others in the pharmaceutical category, scoring 111 in Attention Getting, 103 in Believability, and 104 in Information Value. Scores more than 100 represent above average performance. In addition, 40% of readers took action after viewing this ad, including visiting the Cetacaine website, discussing it with colleagues, and have either purchased or intend to purchase.

**Creative/account team for ad:** Account team; Derek Van Volkom, VP, accounts; creative; Andrew Saklas, creative director; Joe Maida, copy supervisor; Tim Williams, senior art director, media; Judy Adelman, media director



## LevLane

**Address:** 100 Penn Square East, Wanamaker Building, Suite 1101, Philadelphia, PA 19111

**Founded:** 1984

**Full-time employees:** 55 (2015), 47 (2014)

**Senior management:** David Lane, president; Bruce Lev, CCO; Karen Ruitter, CFO; David Huehnergath, SVP, director strategic engagement; Deborah Racano, SVP, creative director; Drake Newark, SVP, digital creative director; Jonathon Cooper, SVP, PR/social media director; Tony Sweeney, SVP, media director; Timmy Garde, chief innovation leader, life sciences

**Recent executive hires:** Timmy Garde, chief innovation leader, life sciences, previous employer: Star Group

**North American revenue:** \$4,930,000

## U.S. billings, breakdown by media/source (%)

	2015	2014
Sales materials	35.6	22
Consumer digital/web/mobile	25.1	30
Consumer print ads	10	10.5
Consumer broadcast	6.9	8.5
Public relations	17.6	27
Other	4.8	2

**Total number of clients 2015:** 17

**Total number of AOR clients 2015:** 10

**Total number of project-based clients 2015:** 7

**Number of accounts gained in 2015:** 7

**Details of accounts gained:** NCPHS, Viamonte Jefferson, Rothman Concussion Center, AtlantiCare, AtlantiCare Foundation, Lavender Mountain, Spires at Berry College, Beck Institute for Cognitive Behaviors Therapy, Eagle Pharmaceuticals

**Services:** Consumer (Rx), OTC/Wellness, Media planning and/or buying (consumer or professional), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO



### FEATURED WORK

**Description:** Kennedy Health brings sophisticated healthcare to South Jersey, and we wanted this It Can Be Done campaign to communicate three of Kennedy's marquee qualities: expertise, determination, and optimism. When patients face healthcare challenges, they need physical care delivered with a positive, tenacious attitude — which is exactly what this ad conveys.

**Creative/account team for ad:** Deb Racano, SVP, creative director; Lori Miller, SVP, creative strategist; Chara Ohdner, senior copywriter; Josh Lev, VP, account supervisor; Dan Hall, VP, digital media director

**Why is your ad special?** This ad tells the story of a pregnancy — one that's high risk, but low stress. It shows that when patients have a capable, confident team of experts (like the team they'll find at Kennedy Health), there's no room for fear in healthcare. Instead, there's only room for optimism and determination.

## MAAS/APPEAL

### MaaS Appeal

**Address:** 222 Broadway, 20th Floor, New York, NY 10038

**Founded:** 2014

**Full-time employees:** 5 (2015), 1 (2014)

**Senior management:** Julia Gardner, managing partner, client services and strategy; Doug Rockhill, SVP, creative and customer experience; Ray Hwang, SVP, technology

**North American revenue:** \$450,000

## U.S. billings, breakdown by media/source (%)

	2015	2014
Sales materials	20	0
Professional digital/web/mobile	40	40
Consumer digital/web/mobile	40	40
Direct marketing	20	0

**Total number of clients 2015:** 10

**Total number of AOR clients 2015:** 2

**Total number of project-based clients 2015:** 8

**Number of accounts gained:** 8

**Details of accounts gained:** Recordati Rare Diseases (Panhematin, Carbaglu), Digital AOR Valeant (Zyclara, Zovirax, Acanya, Carac, Xerese, Bensal, Targretin), Digital user experience and development work on behalf of Sound Healthcare Communications, Scilex Pharmaceuticals (ZTLido), Digital user experience and development work on behalf of Sound Healthcare Communications Galderma (Dysport, Restylane), Digital user experience and development work on behalf of Marina Maher Communications, Merck (Advocacy: Merck for Mothers), Digital user experience and development work on behalf of Marnia Maher Communications, Celgene (Otezla), Digital user experience and development work on behalf of Marina Maher Communications, Spine and Sports Health Centers, Omnichannel marketing, digital CRM and media planning/buying, Tampa Cardiac Centers, Digital Marketing and web development

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Digital, working with health tech startups or innovative tech, public health/nonprofit/NGO

**Other practice areas:** MaaS Appeal is an omnichannel agency with digital at its core. We designed our agency to help clients step into today's socially connected, device dependent world.

**Additional services:** 1. Content Marketing and Editorial Planning: We develop media plans that include earned and shared media. This includes developing content and editorial strategies, agile creative and video production, and content analytics. 2. Data and Analytics: We are a data first company looking beyond traditional marketing and PR analytics. We work with partners like Sysomos, Brand24, LiquidGrids, and Sprmklr, among others, to analyze complex data sets to help us uncover insights but also measure ROI comprehensively across channels including social media. 3. Application Design and Development: Consumers continue to migrate toward apps and software as a way to engage with brands and their content. Our team has a long history of developing applications for both professional and consumer use cases.

## Maricich Health

**Address:** 18201 McDermott West, Suite A, Irvine, CA 92614

**Founded:** 2000

**Full-time employees:** 25 (2015), 25 (2014)

**Senior management:** Mark Maricich, CEO; David Maricich, president, COO

**North American revenue:** \$8,000,000

## U.S. billings, breakdown by media/source (%)

	2015	2014
Sales materials	10	10
Professional digital/web/mobile	5	5
Professional print ads	10	10
Consumer digital/web/mobile	15	15
Consumer print ads	25	25
Consumer broadcast	25	25
Direct marketing	10	10

**Total number of clients 2015:** 9  
**Total number of AOR clients 2015:** 3  
**Total number of project-based clients 2015:** 6  
**Number of accounts gained:** 1  
**Details of accounts gained:** Santa Clara Valley Medical Center  
**Number of accounts lost:** 1  
**Details of accounts lost:** UC Irvine Health  
**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO  
**Other practice areas:** Hospitals and Health Systems Medical Groups

## McCann Echo

**Address:** 49 Bloomfield Ave., Mountain Lakes, NJ 07046  
**Founded:** 2001  
**Parent company:** IPG, 1114 Avenue of the Americas, New York, NY 10036  
**Full-time employees:** 222 (2015), 183 (2014)  
**Senior management:** Sonja Foster-Storch, president; Juan Ramos, EVP, creative director; Tracy Blackwell, EVP, MD; Charlene Leitner, EVP, MD; Kristy Caraballo, EVP, MD; Jesse Johanson, EVP, director of strategic planning; Danielle White, EVP, business growth lead; Michael Lawlor, CFO, McCann Health NA

### U.S. billings, breakdown by media/source (%)

	2015	2014
Sales materials	35	43
Professional digital/web/mobile	31	22
Professional print ads	20	30
Consumer digital/web/mobile	5	5
Consumer print ads	2	0
Consumer broadcast	2	0
Direct marketing	5	0

**Total number of clients 2015:** 10  
**Total number of AOR clients 2015:** 9  
**Total number of project-based clients 2015:** 1  
**Number of accounts gained:** 10  
**Details of accounts gained:** Janssen: Remicade, Simponi 50, Simponi 100, Simponi Aria, Stelara CD; Teva Pharmaceuticals: hydrocodone bitartrate and acetaminophen immediate-release tablets; Icon-Bioscience, IBI-10090; Novo Nordisk: Xultophy, Changing Diabetes, Cornerstones for Care  
**Number of accounts lost:** 1  
**Details of accounts lost:** EMD Serono/Pfizer: Rebif  
**Services:** Professional (marketing/sales), Consumer (Rx), Digital, public health/nonprofit/NGO  
**Other practice areas:** DTP (Direct to Patient)

## McCann Health

**Address:** 622 Third Ave., New York, NY 10017

## McCann HumanCare

**Address:** 622 Third Ave., New York, NY 10017  
**Founded:** 2003  
**Parent company:** McCann Health, 622 Third Ave., New York, NY 10017  
**Full-time employees:** 85 (2015), 55 (2014)  
**Senior management:** Leo Tarkovsky, president, North America; Andrew Chamlin, chief marketing officer; Gary Chu, director of account management; Stuart Goldstein, EVP, executive director of operations; Sara Grubel, director, human resources; Jonathan Schechter, SVP, finance director; Augé Reichenberg, EVP, executive creative director; Erica Yahr, EVP, executive strategy director  
**Recent executive hires:** Stuart Goldstein, EVP, executive director of operations; Sara Grubel, director, human resources; Frank Mazzola, EVP, group creative director

### U.S. billings, breakdown by media/source (%)

	2015	2014
Professional digital/web/mobile	0	25
Consumer digital/web/mobile	45	25
Consumer print ads	15	15
Consumer broadcast	30	25
Direct marketing	10	5

**Total number of clients 2015:** 12  
**Total number of AOR clients 2015:** 9  
**Total number of project-based clients 2015:** 2  
**Number of accounts gained:** 5  
**Details of accounts gained:** Bayer: Mirena, Skyla, Essure and new products; Janssen: Stelara; Nestlé Nutrition: Gerber; Hope for Depression Research Foundation: Hope for Depression; Ferring: Cervidil  
**Number of accounts lost:** 2  
**Details of accounts lost:** Valeant Pharmaceuticals: CeraVe and BioTrue; Allergan: Estrace  
**Services:** Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Digital, working with health tech startups or innovative tech, public health/nonprofit/NGO  
**Other practice areas:** Point of Purchase, Strategic Consulting, Point of Care, Cause Marketing, Analytics, Branding

## McCann Managed Markets

**Address:** 49 Bloomfield Ave., Mountain Lakes, NJ 07046  
**Year Founded or Merged:** 2000  
**Parent company:** McCann Health, 622 Third Ave., New York, NY 10017  
**Full-time employees:** 57 (2015), 49 (2014)  
**Senior management:** Kim Wishnow-Per, president; Karen Shoshan, SVP, client services; Greg Novello, SVP, strategy  
**North American revenue:** \$15,000,000



**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	35	35
Professional digital/web/mobile	15	10
Professional print ads	2	2
Other	48	53

**Total number of clients 2015:** 32

**Total number of AOR clients 2015:** 4

**Total number of project-based clients 2015:** 10

**Number of accounts gained:** 8

**Details of accounts gained:** AOR for Sanofi/Regeneron, Praluent; Genentech, Cotellic, Alecensa, Esbriet, Tecentriq, Venclexta; Actelion, Uptravi Novartis, CAR-T

**Services:** Professional (marketing/sales), Media planning and/or buying (consumer or professional), Digital, Payer/managed markets/access,

## McCann Torre Lazur

**Address:** 20 Waterview Blvd., Parsippany, NJ 07054

**Founded:** 1979

**Parent company:** Interpublic Group, 1114 Avenue of the Americas, New York, NY 10036

**Full-time employees:** 200 (2015), 200 (2014)

**Senior management:** Mark Willmann, president; Marcia Goddard, chief creative officer; Nicholas Megjugorac, SVP, director of strategic services; Lauren Lewis, EVP, MD; Debra Jamer, SVP, organizational development

**North American revenue:** \$40,000,000

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	20	20
Professional digital/web/mobile	40	40
Professional print ads	40	40

**Total number of clients 2015:** 15

**Total number of AOR clients 2015:** 13

**Total number of project-based clients 2015:** 2

**Number of accounts gained:** 4

**Number of accounts resigned:** 1

**Number of accounts lost:** 1

**Services:** Professional (marketing/sales), OTC/Wellness, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, working with health tech startups or innovative tech

## MCS Healthcare Public Relations

**Address:** 1420 US Highway 206, Suite 100, Bedminster, NJ 07921

**Founded:** 1985

**Full-time employees:** 17 (2015), 17 (2014)

**Senior management:** Joe Boyd, CEO; Eliot Harrison, EVP; Cindy Romano, SVP; Jennifer Silvent, SVP; Karen Dombek, VP; Laura de Zutter, VP

**Recent executive hires:** Jennifer Silvent, SVP, previous employer: Daiichi Sankyo

**North American revenue:** \$4,339,299

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Public relations	100	100

**Total number of clients 2015:** 14

**Total number of AOR clients 2015:** 12

**Total number of project-based clients 2015:** 2

**Number of accounts gained:** 2

**Details of accounts gained:** Immodulon; Immunomedics

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness

**Other practice areas:** For the past three decades, MCS has remained a constant fixture in an ever-changing media marketplace by adapting and innovating as rapidly as the science itself. From our earliest assignment celebrating the eradication of smallpox, to announcing the results of the world's first cardiovascular megatrials, to the design of PR programs that move the needles for many of today's blockbuster brands, we have amassed a deep level of scientific and journalistic expertise and earned the enduring trust and respect of the industry's top innovators, advocates, and influencers.

As an independent specialty shop solely focused on healthcare, we think of ourselves as a swift boat among battleships: small, but sturdy; nimble and reliable; and best suited for operations that are difficult, demanding, and unique. Everyone here shares a trademark set of skills and a desire to use their PR powers for good, both for the client and for the healthcare community. We are passionate about what we do. We are data wonks, pop-culture junkies, and nerdy, notorious spell-checkers. And we're sticklers for ensuring the availability of senior counsel, on your team and in your trenches, every day.

When it comes to media relations, we want home runs, not just hits. You have an important perspective to communicate, and only a quality article inclusive of your brand's attributes constitutes a win. As part of our daily media monitoring, we evaluate each article's impact on your brand and proactively answer the questions "so what?" and "what now?" We are a highly collaborative bunch that believes in the pollination of ideas across all brand communications. We welcome the opportunity to partner with your creative agencies, co-marketers, and cross-functional colleagues to deliver results more efficiently and with a holistic vision of the brand's success.

## MedEdNow

**Address:** 29 W 35th St., Suite 10A, New York, NY 10001

**Founded:** 2001

**Full-time employees:** 33 (2015), 25 (2014)

**Senior management:** Katherine Dietzen, president and CEO; Peter Gallagher, CFO; Louis DeTulio, PhD, SVP, director of scientific solutions; Bob Boate, SVP, business development; Alexis Pone, VP, strategy and business development

**Recent executive hires:** Peter Gallagher, CFO (previously director of finance with Sullivan & Company)

**North American revenue:** \$12,952,301

## U.S. billings, breakdown by media/source (%)

	2015	2014
Professional digital/web/mobile	6.3	12.5
Consumer digital/web/mobile	0.2	
Promotional medical education	48.8	42.7
Sales materials	3.2	0
Direct marketing	4	6.8
Other	40.7	34.8

**Total number of clients 2015:** 8

**Total number of AOR clients 2015:** 1

**Total number of project-based clients 2015:** 7

**Number of accounts gained:** 5

**Details of accounts gained:** Gilead Sciences, Genvoya, Odefsey, Descovy, AOEM Global Training; Actelion, Upravi; Omeros, Omidria; Global Blood Therapeutics, GBT440; ZetrOz, bio-electronic devices for delivery of sustained acoustic medicine

**Number of accounts resigned:** 2

**Details of accounts resigned:** Gilead Sciences, Viread (HBV), work completed; Pfizer, Meningitis B pre-launch, work completed and transitioned to U.S. marketing team.

**Services:** Professional (marketing/sales), Consumer (Rx), Relationship marketing/direct, Med ed (on-label, non-CME type), Digital, working with health tech startups or innovative tech

**Other practice areas:** Advisory Programming, Medical and Sales Training, Meeting, Planning and Logistics, Conferences and Publications, Video Production, Note: Advisory Programming and Medical and Sales Training account for percentage of billing breakdown listed as "Other"

## MedThink Communications

**Address:** 3301 Benson Dr., Suite 400, Raleigh, NC 27609

**Founded:** 2004

## Medical Minds

**Address:** 6535 Caminito Sinnecock, La Jolla, CA 92037

**Founded:** 2008

**Full-time employees:** 4 (2015), 12 (2014)

**Senior management:** Lynn Nye, PhD, president; Julian Kaye, PhD, scientific director; Art Nagano, creative director; Jeri McMacken, operations manager

## U.S. billings, breakdown by media/source (%)

	2015	2014
Sales materials	5	10
Professional digital/web/mobile	10	10
Consumer digital/web/mobile	65	50
Promotional medical education	20	30

**Total number of clients 2015:** 9

**Total number of project-based clients 2015:** 9

**Services:** Professional (marketing/sales), Med ed (on-label, non-CME type), Digital, public health/nonprofit/NGO

**Other practice areas:** Patient education and advocacy

## Merkle Health

**Address:** 7001 Columbia Gateway Dr., Columbia, MD 21046

**Founded:** 1988

**Full-time employees:** 327 (2015), 323 (2014)

**Senior management:** Owen McCorry, EVP, GM, Merkle Health; Deborah Furey, SVP, Merkle Health; David Magrini, SVP, Merkle Health; Jennifer Quinlan, SVP, client partner, Merkle Health; Daniel Bernard, VP, client partner, Merkle Health; Annemarie Armstrong, VP, client partner, Merkle Health; Lynda Gordon, VP, strategy, Merkle Health

**Executive hires:** Merkle Health added three new team members to the Merkle Health leadership team: Jari Raus, VP and associate client partner, formerly president at Skajillion; Steven Bass, VP, strategic growth, formerly SVP, sales and service management at Bell Techlogix; John O'Brien, VP, strategy, formerly SVP at BBDO (Healthwork)

**North American revenue:** \$90,400,000

**Total number of clients 2015:** 76

**Total number of AOR clients 2015:** 39

**Total number of project-based clients 2015:** 37

**Number of accounts gained in 2015:** 11

**Number of accounts lost in 2015:** 3

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Digital, Payer/managed markets/access, public health/nonprofit/NGO

## MicroMass Communications

**Address:** 100 Regency Forest Dr., Suite 400, Cary, NC 27518

**Founded:** 1994

**Full-time employees:** 85 (2015), 73 (2014)

**Senior management:** Phil Stein, CEO; Alyson Connor, president; Jessica Brueggeman, SVP, health behavior group; John Hamilton, SVP, client services director; Mike Bonavita, SVP, client service; Kelly Hutchinson, VP, human resources; Rob Peters, SVP, strategy; Mark Rinehart, chief technology officer

## U.S. billings, breakdown by media/source (%)

	2015	2014
Sales materials	5	5
Professional digital/web/mobile	25	25
Professional print ads	1	5
Consumer digital/web/mobile	35	30
Consumer print ads	1	5
Promotional medical education	15	20
Direct marketing	10	1
Other	8	10

**Total number of clients 2015:** 23

**Total number of AOR clients 2015:** 7

**Total number of project-based clients 2015:** 16

**Number of accounts gained:** 13

**Details of accounts gained:** Ascend Laboratories, Estrogel; Janssen Pharmaceuticals, Stelara, Darzalex, Joint Decisions; Mayne Pharma Group, Doryx, Corporate; Novo Nordisk A/S, Saxenda Global; Pfizer, Genotropin; Sanofi, Dupilumab; Sun Pharmaceutical Industries, Ltd, Franchise, Bromsite, Xelpros,

UCB, Brivaracetam, Global Epilepsy

**Number of accounts lost:** 3

**Details of accounts lost:** Auxilium Pharmaceuticals, Xiaflex; GlaxoSmithKline, Multiple; United Therapeutics Corporation, Remodulin

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

## Minds + Assembly

**Address:** 110 Wall St., New York, NY 10005

**Founded:** 2015

**Full-time employees:** 4 (2014)

**Senior management:** Joelle Friedland, cofounder, client service director; Ben Ingersoll, cofounder, content director; Stephen Minasvand, cofounder, design director

**North American revenue:** \$250,000

**U.S. billings,** breakdown by media/source (%)

	2015	2014
Sales materials	50	
Professional digital/web/mobile	10	
Consumer digital/web/mobile	40	

**Total number of clients 2015:** 1

**Total number of AOR clients 2015:** 1

**Number of accounts gained in 2015:** 1

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Digital, working with health tech startups or innovative tech, public health/nonprofit/NGO

**Other practice areas:** Invention/design

## Natrel

**Address:** 119 Cherry Hill Rd., Parsippany, NJ 07054

**Founded:** 1999

**Full-time employees:** 90 (2015), 90 (2014)

**Senior management:** David Nakamura, founder; Nicole Hyland, GM

**U.S. billings,** breakdown by media/source (%)

	2015	2014
Sales materials	15	15
Professional digital/web/mobile	40	35
Professional print ads	25	30
Consumer digital/web/mobile	10	10
Promotional medical education	5	5
Direct marketing	5	5

**Total number of clients 2015:** 12

**Number of accounts gained:** 7

**Details of accounts gained:** Boehringer Ingelheim, Pradaxa Bayer, Finacea Foam, Commercial and Government Customers Fleet Adult, Fleet PharmaDerm, Pandel Sanofi-Aventis, Mozobil, Elitek

**Number of accounts lost:** 1

**Details of accounts resigned:** CSL Behring, Kcentra

**Number of accounts lost:** 11

**Details of accounts lost:** Impax, Zomig BioMarin, Unbranded Disease Awareness CSL Behring, Jumate P/Haemate, Coagulation Franchise, Coagulation Loyalty, Humate-P, Privigen, Hizentra Global, Zemaira, Recombinant Factor VIII, Recombinant factor IX

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Med ed (on-label, non-CME type), Digital, Payer/managed markets/access

## NAVICOR | inVentiv Health

### The Navicor Group

**Address:** 480 Olde Worthington Rd., Suite 202, Westerville, OH 43082

**Founded:** 2005

**Parent company:** inVentiv Health, 1 Van de Graaff Dr., Burlington, MA, 01803

## Neon

**Address:** 1400 Broadway, 3rd Floor, New York, NY 10018

**Founded:** 2009

**Parent company:** Neon is an affiliate of the FCB Health Network, whose parent is the Interpublic Group of Companies (IPG), a publicly owned company, 909 Third Ave., New York, NY 10022

**Full-time employees:** 145 (2015), 130 (2014)

**Senior management:** Mark Arnold, MD; Kevin McHale, MD, EVP, creative

**Recent executive hires:** Yaron Landow, SVP, strategic planning director; Deirdre McGarrigle, PhD, SVP, director of medical services

**North American revenue:** \$25 million to \$35 million

**U.S. billings,** breakdown by media/source (%)

	2015	2014
Sales materials	16	21
Professional digital/web/mobile	29	32
Professional print ads	9	8
Consumer digital/web/mobile	17	19
Consumer print ads	4	2
Consumer broadcast	13	5
Promotional medical education	5	3
Public relations	0	1
Other	7	9

**Total number of clients 2015:** 10

**Total number of AOR clients 2015:** 10

**Number of accounts gained:** 6

**Details of accounts gained:** Novartis, two new products assignment; Janssen, one new product assignment; Genentech, two new products assignment; Lung, one new product assignment

**Number of accounts resigned:** 1

**Details of accounts gained:** United Therapeutics, Orenitram

# AGENCY A to Z

**Services:** Professional (marketing/sales), Consumer (Rx), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

## Ogilvy CommonHealth Worldwide

### Ogilvy CommonHealth Worldwide

**Address:** 400 Interpace Pkwy., Parsippany, NJ 07054

**Founded:** 2010

**Parent company:** WPP, 27 Farm St., London, U.K. W1J 5RJ

**Senior management:** Matt Giegerich, chairman, CEO, Ogilvy CommonHealth Worldwide; Darlene Dobry, managing partner, Ogilvy CommonHealth Worldwide; Michael Parisi, managing partner, Ogilvy CommonHealth Worldwide; Shaun Urban, managing partner, Ogilvy CommonHealth Worldwide; Marc Weiner, managing partner, Ogilvy CommonHealth Worldwide; Susan DiDonato, EVP, chief talent officer, Ogilvy CommonHealth Worldwide; Robert Saporito, EVP, CFO, Ogilvy CommonHealth Worldwide; Ritesh Patel, EVP, chief digital officer, Ogilvy CommonHealth Worldwide; Johanna Skilling, EVP, director of planning, U.S., Ogilvy CommonHealth Worldwide; Scott Watson, EVP, CCO, Ogilvy CommonHealth; Diane Iler-Smith, EVP, CCO, Ogilvy Healthworld

**Recent executive hires:** Johanna Skilling, EVP, director of planning, U.S., Ogilvy CommonHealth Worldwide. Previous employer: president of The Strategy Accelerator, an independent strategic consultancy

**Total number of clients 2015:** 59

**Total number of AOR clients 2015:** 27

**Total number of project-based clients 2015:** 32

**Number of accounts gained:** 19

**Services:** Professional (marketing/sales), Consumer (Rx), Digital

**Other practice areas:** Insights and Analytics



#### FEATURED WORK

**Description:** This is the centerpiece for the Ariad A Potential Crisis campaign. The goal is to raise awareness about the danger of progression from the lungs to the brain in ALK+ NSCLC after first-line treatment fails. At any moment, progression could ignite. We want to make the crisis palpable.

**Creative/account team for ad:** Deborah Ciauro, SVP, creative director, art; Jennifer Rodriguez, SVP, creative director, copy; George Giunta, VP, creative director, art;

Christopher Herz, creative director, copy; Lindsay Birch, associate art director.

**Media team for ad:** Deanna Fedick, Meredith Wagner, account team; Richard Bieser, SVP, management supervisor

**Why is your ad special?** One single image that tells a complicated, meaningful story is difficult to achieve. The layers of progression, a potential threat, and the area under that threat, all come together with one look. For a company looking to announce its breakthrough treatment, it's important to make noise in a targeted, elegant fashion.

### Oxbow

**Address:** 47 Maple St., Suite 212, Burlington, VT 05401

**Founded:** 2014

**Full-time employees:** 5 (2015), 2 (2014)

**Senior management:** Jon Portman, cofounder, creative director; Evan Deutsch, cofounder, executive director; Ben Green, strategy lead

**Recent executive hires:** Ben Green, strategy lead, previously CEO, CMO of Ediké

**North American revenue:** \$240,000

**U.S. billings, breakdown by media/source (%)**

	2015	2014
Sales materials	10	5
Professional digital/web/mobile	20	45
Professional print ads	5	0
Consumer digital/web/mobile	50	50
Consumer print ads	5	0
Promotional medical education	10	0

**Total number of clients 2015:** 20

**Total number of AOR clients 2015:** 1

**Total number of project-based clients 2015:** 19

**Number of accounts gained:** 20

**Details of accounts gained:** Merck Pharmaceuticals

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Digital, working with health tech startups or innovative tech, public health/nonprofit/NGO



### Pacific Communications

**Address:** 18581 Teller Ave., Irvine, CA 92612

**Website:** www.pacificcommunications.com

**Founded:** 1994

**Full-time Employees:** 250 (2015), 240 (2014)

**North American revenue:** \$65 million to \$100 million



#### FEATURED WORK

**Description:** The number of men seeking botulinum toxin procedures has increased 310% since 2000 — yet men represent about 10% of the current patient base. Research shows that many men are in the aesthetic practice, but aren't aware Botox Cosmetic is an option for them. This campaign strives to reach these potential patients.

**Creative/account team for ad:** Peter Siegel, executive creative director; Ryan Orsini, director, client services; Grace Eriksen, creative director, copy; Chris Keefe, creative director, art; Liz Passaretti, account group supervisor; Amanda Feaser, account supervisor; Matthew Tonick, associate account executive; Alan Ichiru, art supervisor; Nancy Benton, copywriter; Alisha Wong, copywriter; Renee Sparks, director, strategy and insights; Kayla Bebek, strategic insights and analytics supervisor

**Media Team:** Milton Barcos; Eleanor Mirasol

**Why is your ad special?** No other U.S. botulinum toxin brand has created a campaign solely speaking to male consumers. With the number of men seeking cosmetic treatments increasing yearly, this campaign is both timely and necessary. This campaign talks directly to the male aesthetic considerer, encouraging him to "soften his lines, not his edge" with Botox Cosmetic.

## Patio

**Address:** 450 West 15th St., New York, NY 10001

**Founded:** 1999

**Parent company:** inVentiv Health, 1 Van de Graaff Dr., Burlington, MA 01803

**Full-time employees:** 100 (2015), 115 (2014)

**Senior management:** Kim Johnson, president; Matthew Howes, EVP, strategy and growth; Cheryl Fielding, EVP, client services; Michael Austin, EVP, executive creative director

**Recent executive hires:** David Cohen, SVP, creative director, previously at Saatchi & Saatchi Healthcare; Bryan Roman, SVP, technical director, previously at Fancy Pants; Janet La Valley, SVP, creative director, previously at Razorfish; Elizabeth Mazzochetti Hanna, previously at FCB

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	30	30
Professional digital/web/mobile	30	20
Professional print ads	10	15
Consumer digital/web/mobile	15	10
Consumer print ads	5	5
Promotional medical education	5	5
Direct marketing	10	15

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Med ed (on-label, non-CME type), Digital, working with health tech startups or innovative tech, public health/nonprofit/NGO

## Pivot Healthcare Communications

**Address:** 9 Campus Dr., Parsippany, NJ 07054

**Founded:** 2006

**Senior management:** Cindy Schermerhorn, president, CEO; Kerry Cavender, SVP, director client services; Anthony Cannon, CFO

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	40	50
Professional digital/web/mobile	35	30
Professional print ads	10	10
Consumer digital/web/mobile	15	10

**Total number of clients 2015:** 5

**Total number of AOR clients 2015:** 4

**Total number of project-based clients 2015:** 1

**Number of accounts gained in 2015:** 1

**Details of accounts gained:** Santen, global rare disease product launch

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Digital, Payer/managed markets/access

## Pixacore

**Address:** 15 West 39th St., 13th Floor, New York, NY 10018

**Founded:** 2008

**Full-time employees:** 37 (2015), 24 (2014)

**Senior management:** Sanjiv Mody, founder/CEO; Dhaval Parikh, EVP, digital strategist, COO; Ben Voss, CTO; Anisha Mody, SVP, finance; Thom Graves, SVP, creative director

**North American revenue:** \$7,500,000

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	10	15
Professional digital/web/mobile	60	60
Consumer digital/web/mobile	15	10
Direct marketing	10	15
Other	5	0

**Total number of clients 2015:** 8

**Total number of AOR clients 2015:** 4

**Total number of project-based clients 2015:** 10

**Number of accounts gained:** 3

**Details of accounts gained:** Dusa, Levulan + Kerastick; AOR status as of November Celgene, Abraxane, Pancreas Global Marketing; AOR August Bayer, Stivarga U.S. Daor; June Bayer, Nexavar U.S. Daor; June Boehringer Ingelheim, Gilotrif U.S. Marketing; October Boehringer Ingelheim, Oncology Franchise; October 2015

**Number of accounts resigned:** 5

**Details of accounts resigned:** Celgene, Abraxane U.S. Marketing; Daor Bayer, Stivarga Global Daor Bayer, Nexavar Global Daor Sanofi, Patients Advocacy Celgene, Revlimid project work Celgene, Istodax project work

**Services:** Professional (marketing/sales), Consumer (Rx), Relationship marketing/direct, Media planning and/or buying (consumer or professional), Digital, working with health tech startups or innovative tech, public health/nonprofit/NGO

## Precision for Value

**Address:** 9 E 37th St., New York, NY 10016

**Founded:** 2012

**Parent company:** Precision Medicine Group, 2 Bethesda Metro Center, Suite 850, Bethesda, MD 20814

**Full-time employees:** 478 (2015), 217 (2014)

**Senior management:** Dan Renick, president; Carlos Delucca, EVP, managing partner; Kelly Wilder, EVP, managing partner; Bruce Leavitt, EVP, managing partner, business analytics and promotional effectiveness; Larry Blandford, EVP, managing partner

**North American revenue:** \$85,228,000

**Total number of clients 2015:** 32

**Total number of AOR clients 2015:** 14

**Total number of project-based clients 2015:** 18

**Number of accounts gained:** 14

**Details of accounts gained:** AbbVie; Alexion Pharmaceuticals, Eculizumab; AstraZeneca; Blue Earth Diagnostics; Bristol-Myers Squibb; Genentech; Helmsley Trust; Lexicon Pharmaceuticals, Telotristat Etiprate; PhRMA; Portola Pharmaceu-



ticals, Andexanet Alfa; Radius Health, Abaloparotide; Regeneron, Eylea; Vertex Pharmaceuticals; ViV Healthcare

**Services:** Professional (marketing/sales), Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

## Precisioneffect

**Address:** 101 Tremont St., Suite 200, Boston, MA 02108

**Founded:** 1978

**Full-time employees:** 115 (2015), 90 (2014)

**Senior management:** Carolyn Morgan, president; Deborah Lotterman, CCO; Paul Balagot, EVP, MD

**Recent executive hires:** The agency's deliberate, yet exceptional growth required additional team members, and for the first time in the history of the agency, we not only climbed past 100 employees, we blew past it. A sample of our new hires include: Doug Chapman, VP, creative director: In our Boston office, Doug brings tenure, industry cred and a whole lot of fantastic work to our team. Amy Cypres, group account director: Brings 15 years of experience in pharmaceutical, diagnostics, and medical device branding — she loves her craft almost as much as the color pink. Kathy Carino, group account director: A true strategy czar, Kathy is applying her three decades of experience to two different global brand launches.

Jaime Cohen, senior strategist: Brings over a decade of clinical trial recruitment experience to the table, fostering analytical problem solving earlier in brand lifecycles. Julie Banda, senior brand planner: Brings 20 years of public health and human services experience as she works with clients to build brand loyalty. Liz Kay, group account director: Brings over three decades of experience working in pharma including her role as luminary for the HBA. Rebecca Levine, group account supervisor: A chef by training, Becca has been spicing things up on her account from day one. Val Bugtai-Elias, VP, group account director: Relocated from Brooklyn to sunny California in record time, and brings with her massive strategic chops and a love for problem solving.

Natalie Noble, director of operations: Brings an acute sense of experience and organization leading to a successful process overhaul at the agency. In addition to new team members, existing ones continued to further their crafts inside our walls and received accolades, as well as promotions for their contributions. Some of which include: Amy Catanzaro to VP, group account director (CA); Emily Ivey to ACD, art (CA); Janice Moore to ACD, art (MA); Jayme Watson to group account director (MA); Laura Fiorenza to account supervisor (MA); Mary Joan Chowsantiphon, group account supervisor (CA); and Sophie Malaczko to group account supervisor (CA). We look forward to watching their continued trajectory.

## U.S. billings, breakdown by media/source (%)

	2015	2014
Sales materials	15	15
Professional digital/web/mobile	25	20
Professional print ads	10	10
Consumer digital/web/mobile	15	15
Consumer print ads	10	10
Consumer broadcast	5	5
Direct marketing	10	10
Other	10	15

**Total number of clients 2015:** 25

**Total number of AOR clients 2015:** 17

**Total number of project-based clients 2015:** 8

**Number of accounts gained:** 9

**Details of accounts gained:** We love technology, but there is no substitute for face-to-face collaboration and ideation. Both offices served a record number of launches and logged thousands of miles to ensure the unique results that only arise when the best brains are brought together and applied to the challenge. That in-person connection, coupled with senior-level involvement, led to growth within existing businesses, as well as the addition of key new partnerships, some of which include: Alimera Sciences Iluvien, Blue Earth Diagnostics Insulet OmniPod, Kerr Dental, Puma Biotechnology, Spark Therapeutics Sobi Kineret

**Number of accounts resigned:** 1

**Details of accounts resigned:** After three years of market education and brand readiness work, evofosfamide, an in-licensed product for EMD Serono, did not reach its primary endpoints resulting in the agency no longer supporting this potential brand. The client teams worked hard to potentially offer patients another option in two devastating cancers and we were honored to be a part of the journey.

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

**Other practice areas:** Health economics outcomes research, clinical trial branding, scientific platform development



**PRI HEALTHCARE  
SOLUTIONS**

## PRI Healthcare Solutions

**Address:** 140 East Ridgewood Ave., Suite 176N, Paramus, NJ 07652

**Website:** www.prihcs.com

**Founded:** 2008

**Parent company:** Haymarket Media, 114 West 26th St., New York, NY 10001

**Full-time employees:** 45 (2015), 38 (2014)

**Senior management:** Lee Maniscalco, CEO; Tammy Chermin, RPh, GM, SVP; Ron Scalici, VP, strategic planning; Jeffrey Forster, VP, content and strategy; Roman Makukh, VP, digital strategy and products; Jamie Alexander, VP, group account director; Beth Kurdock, VP, group account director; Melissa Mazza-Chiong, senior art director

**Recent executive hires:** Ron Scalici, CIO, GroupDCA; Blake O'Neill, partner, HealthTalker; Deborah Bernstein, MD, VP, medical director, ProHealth/FCB

**North American revenue:** \$18 million

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	8	15
Professional digital/web/mobile	35	20
Professional print ads	2	0
Promotional medical education	45	40
Direct marketing	10	25

**Total number of clients 2015:** 45

**Total number of AOR clients 2015:** 1

**Total number of project-based clients 2015:** 45

**Number of accounts gained:** 12

**Details of accounts gained:** Purdue, Hysingla ER; Validus, Equetro; Eisai, Fycompa; Meda, Aerospin; Valeant, Targretin; Ascencia, Contour Next; Rising Pharma; Commonwealth, IBSChex; Arbor, Cardiology Portfolio; Quest Diagnostics, Pain, SureSwab

**Number of accounts resigned:** 1

**Details of accounts resigned:** Teva, Adasuve

**Number of accounts lost:** 1

**Details of accounts lost:** Otsuka, Breathtek

**Services:** Professional (marketing/sales), Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

**Other practice areas:** As the U.S.-based medical communications division of Haymarket Media, PRI Healthcare Solutions develops highly customized solutions for our pharmaceutical clients. The campaigns we create range from prelaunch stage-setting to new product launches to "sustainability" initiatives on behalf of mature products facing new competition. Our range of services include, but is not limited to Strategic Planning, Insights and Analytics, Digital Strategy/Execution, Medical/Scientific Content, Branding and Design, Relationship Marketing, Meetings and Events.

## FEATURED WORK

**Description:** Many patients with seasonal allergies don't see a doctor until they've been fully impacted by their symptoms. Our playful, unbranded educational campaign reminds patients to "Get Ahead" of their nasal allergy symptoms by proactively checking their medications/refills and asking their healthcare provider about appropriate treatment options.

**Creative/account team for ad:** Brian Layden, Melissa Mazza-Chiong, Jon Lee, Donna Kelley,

Michelle Gildea, Jeffrey Meeks, Joseph Riley, Jeff Forster, and Jamie Alexander

**Why is your ad special?** The whimsical presentation of "dandelion heads" offers an eye-catching play on the words of our "Get Ahead of Allergies" call to action, demonstrating that kids and adults can be outdoors and fully enjoy the spring season even when nasal allergy triggers (the only element shown in color) are present.



## Publicis Health Media

**Address:** 100 Penn Square East, 11th Floor, Philadelphia, PA 19107

**Founded:** 2013

**Parent company:** Publicis Groupe, 133 Avenue des Champs Elysées, Paris 75008

**Full-time employees:** 325 (2015), 200 (2014)

**Senior management:** Matt McNally, group president; Jedd Davis,

COO; Greg Reilly, SVP, Publicis Pulse lead; Andrea Palmer, SVP, Publicis Synapse lead; Elyse Rettig, SVP, media; Ray Rosti: SVP, search practice; Dave Nussbaum, SVP, business intelligence

**Recent executive hires:** Dave Nussbaum and Sharon Patent, business intelligence, SVP and VP, Symphony Health; Brad Rosenhouse, SVP, programmatic, Dentsu Aegis; Brian Geist, SVP, media, Ogilvy & Mather; Liz Ryan: SVP, Media, MediaVest; Marc Loeb, VP, finance, WPP

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Professional digital/web/mobile	19	19
Professional print ads	1	1
Consumer digital/web/mobile	79	79
Consumer print ads	1	1

**Total number of clients 2015:** 30

**Total number of AOR clients 2015:** 9

**Number of accounts gained:** 6

**Number of accounts lost:** 1

**Details of accounts lost:** Publicis Health Media has only lost one account since 2015, due to an agency consolidation initiative. Actavis

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

## PulseCX

**Address:** 211-B Progress Dr., Montgomery, PA 18936

**Founded:** 1981

**Full-time employees:** 53 (2015), 52 (2014)

**Senior management:** Jay Bolling, CEO; David Zaritsky, president; Kurt Mueller, EVP, CIO; Edward Nathan, EVP, CCO

**Recent executive hires:** Ed Nathan, EVP, CCO, previously MD, Razorfish Healthware; Anne Stroup, VP, account management, previously MD, Harte Hanks; Spring Moore, VP, strategic services, previously strategy director, Razorfish Health; Lauren Hartkorn, group account director, previously client services group lead, Harte Hanks; Silvi Haldipur, group account director, previously SVP, customer experience, D4 Creative; Michele Granada Cafiero, director, UX and design, previously director UX, Neat Company; Joe Edelman, director, marketing operations, previously technology manager, Digitas Health; Dan Gleason, associate creative director, previously group copy supervisor, Dudnyk

**North American revenue:** \$5,000,000

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	20	15
Professional digital/web/mobile	20	25
Consumer digital/web/mobile	25	25
Consumer print ads	5	5
Consumer broadcast	10	0
Direct marketing	20	40

**Total number of clients 2015:** 9

**Total number of AOR clients 2015:** 6

**Total number of project-based clients 2015:** 3

**Number of accounts gained:** 5

**Details of accounts:** Sunovion, Aptiom; Janssen, Remicade; Shire, Vyvanse; Ferring, Zomacton; Medtronic, NuVent EM Balloon Sinus Dilation System

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Digital, working with health tech startups or innovative tech

**Other practice areas:** Customer Experience (CX), Marketing

## Purohit Navigation

**Address:** 111 S. Wacker Dr., Suite 4700, Chicago, IL 60606

**Founded:** 1985

## QooQoo

**Address:** 14988 Sand Canyon Ave., Studio 5, Irvine, CA 92618

**Founded:** 2012

**Full-time employees:** 23 (2015), 11 (2014)

**Senior management:** Clayton Daniells, founder, CEO, CCO; Gala Struthers, founder, CMO

**Recent executive hires:** Account Services, Creative, Project Management and Strategy

**U.S. billings, breakdown by media/source (%)**

	2015	2014
Sales materials	10	15
Professional digital/web/mobile	15	20
Professional print ads	15	15
Consumer digital/web/mobile	15	20
Consumer print ads	10	15
Consumer broadcast	5	0
Promotional medical education	5	5
Direct marketing	10	10
Other	15	0

**Total number of clients 2015:** 10

**Total number of AOR clients 2015:** 6

**Total number of project-based clients 2015:** 3

**Number of accounts gained in 2015:** 4

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

**Other practice areas:** Proprietary app and software tool development

## Razorfish Health

**Address:** 100 Penn Square East, 4th Floor, Philadelphia, PA 19107

**Phone:** 215-399-4848

**Web:** www.razorfishhealth.com

**Parent company:** Publicis Healthcare Communications Group, One

Penn Plaza, 5th Floor, New York, NY 10019

**Founded:** 1998

**Offices:** New York, NY; Philadelphia, PA

**Management personnel:** Matt McNally, group president: Publicis Health Media/Razorfish Health; David Paragamian, MD; Karl Tiedemann, EVP, account services; Jeff Smith, CTO; John Kelly, SVP, creative director

**Key senior hires:** David Paragamian, MD

**Services:** Razorfish Health is the unique Health and Wellness agency that combines decades of digital expertise, creative firepower, and strategic prowess into one unified offering for clients.

**Healthcare Accounts:** Abbott; Allergan; AstraZeneca; Bayer Consumer Products; BMS; Bracco; Johnson & Johnson; Janssen; MDVIP; Otsuka; Pfizer; Purdue Pharma; Rite Aid; St. Jude Medical

**Number of accounts gained:** 8

**Accounts gained:** Abbott; Peditasure; Bracco; MDVIP; Otsuka; Assure.com; Partnership for Drug Free Kids; Purdue; Butrans, Hysingla ER; West Pharmaceutical

**Number of accounts lost:** 2

**Accounts Lost:** Pemix; Silenor, Treximet

## Red House Healthcare

**Address:** 10 Roswell St., Suite 200, Alpharetta, GA 30009

**Founded:** 2001

**Full-time employees:** 25 (2015), 23 (2014)

**Senior management:** Dan Hansen, senior partner; Steve Reeves, partner; Terry McLane, CFO

**North American revenue:** \$2,200,000

**U.S. billings, breakdown by media/source (%)**

	2015	2014
Sales materials	45	50
Professional digital/web/mobile	45	40
Professional print ads	10	10
Promotional medical education	20	20
Direct marketing	70	70
Public relations	10	10

**Total number of clients 2015:** 8

**Total number of AOR clients 2015:** 4

**Total number of project-based clients 2015:** 4

**Number of accounts gained:** 1

**Details of accounts gained:** Elsevier, Clinical Key

**Services:** Professional (marketing/sales), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

## Relevate Health Group

**Address:** 4270 Ivy Pointe Blvd., Suite 220, Cincinnati, OH 45245

## Renavatio Healthcare Communications

**Address:** 27-29 Cambridge Ln., Newtown, PA 18940

**Founded:** 2008

**Full-time employees:** 32 (2015), 34 (2014)

**Senior management:** Sheila Gerus, owner, managing partner; Larry Iaquinto, owner, managing partner; Celine Darche, VP, operations; Symon Erskine, PhD, VP, science and early commercialization; Joe Vitale, VP, creative director; Kathy Zaiser, VP, client services

**North American revenue:** \$7,000,000

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	20	30
Professional digital/web/mobile	35	35
Professional print ads	5	7.5
Consumer digital/web/mobile	15	2.5
Consumer print ads	5	10
Promotional medical education	10	10
Direct marketing	10	10

**Total number of clients 2015:** 14

**Total number of AOR clients 2015:** 15

**Total number of project-based clients 2015:** 7

**Number of accounts gained:** 2

**Details of accounts gained:** Abbott, InfoHQ Data Management Software, B-Hcg Pregnancy Test Point of Care Cartridge; Origin, Phase III Biophysics Device for Wound Care Therapy; Advaxis, Immunotherapeutic for Cancer, Corporate Branding and Communications; Veloxis, Envarsus XR for Transplantation Therapy; Merial, Oravet Chews an Animal Health brand; Jubilant DraxImage, Cardiac Imaging System; Amgen, Early cardiovascular product (scientific strategy and commercialization planning; Thrombogenics, Jetrea for vitreomacular adhesion; PDI, Prevantics Swabs and Prevantics Device brands.

**Number of accounts lost:** 1

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech

## RevHealth

**Address:** 55 Bank St., Morristown, NJ 07960

**Founded:** 2006



### FEATURED WORK

**Description:** In this omnichannel campaign, the iconic Xolair "X" blocks the threat of an allergic asthma exacerbation posed by dander, dust mites, and cockroach debris. Shaping this unique 3-D composite as an aggressive creature (a ram) communicates not only the magnitude of the risk but also the power of Xolair.

**Creative/account team for ad:** Helen Boak, SVP, creative director, art; Gregg Friedmann, SVP, associate creative director, copy; Jim Lothrop, VP, associate creative director, art; Tracy Bender, group copy supervisor; Frances Louie, senior copywriter;

Rebecca Nilan, senior art director; Andrew Meawad, account supervisor; Kyrill Petrosyan, senior account manager

**Why is your ad special?** Patients with uncontrolled allergic asthma live at risk of an exacerbation. This ad underscores the urgency to proactively identify uncontrolled allergic asthma — the most common asthma subtype — and treat appropriate patients with Xolair.

## Sagefrog Marketing Group

**Address:** 62 East Oakland Ave., Doylestown, PA 18901

**Founded:** 2002

**Full-time employees:** 20 (2015), 16 (2014)

**Senior management:** Mark Schumker, brand strategist, managing partner; Suzanne Morris, creative director, partner

**Recent executive hires:** Kristen Everett, account supervisor from Zer0to5ive

**North American revenue:** \$3,000,000

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	10	10
Professional digital/web/mobile	20	20
Professional print ads	10	10
Consumer digital/web/mobile	10	10
Consumer print ads	10	10
Promotional medical education	10	10
Direct marketing	10	10
Public relations	20	20

**Total number of clients 2015:** 40

**Total number of AOR clients 2015:** 30

**Total number of project-based clients 2015:** 10

**Number of accounts gained:** 10

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

## Sandbox

**Address:** One East Wacker Dr., 32nd Floor, Chicago, IL 60601

**Founded:** 1982

**Full-time employees:** 123 (2015), 105 (2014)

**Senior management:** Joe Kuchta, principal, CCO; Mark Goble, principal, chief integration officer; Nancy Finigan, president; Michael McCartney, GM; Jody Cahill, SVP, director of agency operations

**Recent executive hires:** Julie Hamilton, SVP, group account director; Chris Weber, SVP, group account director; Chad Smith, SVP, strategic solutions; Joe Ferrazano, EVP, CCO



## U.S. billings, breakdown by media/source (%)

	2015	2014
Sales materials	30	30
Professional digital/web/mobile	25	25
Professional print ads	10	10
Consumer digital/web/mobile	15	15
Promotional medical education	5	5
Direct marketing	15	15

**Total number of clients 2015:** 12

**Total number of AOR clients 2015:** 12

**Number of accounts gained:** 4

**Details of accounts gained:** Pegvaliase Biomarin PKU AOR Kyndrisa Biomarin Duchene Muscular Dystrophy AOR PuraPlay Organogenesis Wound Care AOR USL 261 Upsher-Smith Cluster Seizures AOR

**Number of accounts lost:** 1

**Details of accounts lost:** Abstral Zuplenz Galena Biopharm Ceased commercial operations

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Digital, Payer/managed markets/access, working with health tech startups or innovative tech



## Scout

**Address:** 3391 Peachtree Rd., NE, Suite 105, Atlanta, GA 30326

**Founded:** 1999

**Full-time employees:** 115 (2015), 90 (2014)

**Senior management:** Jennifer Brekke, CEO, principal; Bob Costanza, CCO, principal; Raffi Siyahian, president, healthcare, principal; Allen

Stegall, executive director of strategy, principal

## U.S. billings, breakdown by media/source (%)

	2015	2014
Sales materials	15	15
Professional digital/web/mobile	20	20
Professional print ads	10	10
Consumer digital/web/mobile	20	20
Consumer print ads	10	10
Consumer broadcast	10	10
Promotional medical education	5	5
Direct marketing	10	10

**Total number of clients 2015:** 8

**Total number of AOR clients 2015:** 8

**Total number of project-based clients 2015:** 1

**Number of accounts gained:** 3

**Details of accounts gained:** Otonomy, Corporate Campaign, Otiprio; Marathon, deflazcort; Grifols, Gammunex-C, Flebogamma

**Number of accounts lost:** 1

**Details of accounts lost:** Depomed, Zipsor

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, working with health tech startups or innovative tech



## Sentient Interactive

**Address:** 1 High Street Ct., Suite 301, Morristown, NJ 07960

**Founded:** 2008

**Full-time employees:** 50 (2015), 34 (2014)

**Senior management:** Adam Cossman, partner, president; Jeff Rohwer partner, strategy; Walter Stevenson, partner, operations; Rohan Tucker VP, technology; Loren Ruderman, creative director; Tricia Lagan, VP, group account supervisor; Rob Pratt, production director; Emil Panzarino, VP, strategy; Barbara Dombrowski, controller

**Recent executive hires:** Emil Panzarino started with Sentient, on April 11, 2016. Previous role and employer: SVP of programmatic, search, and social marketing at Assembly.

**North American revenue:** \$8,400,000

## U.S. billings, breakdown by media/source (%)

	2015	2014
Professional digital/web/mobile	40	40
Consumer digital/web/mobile	60	60

**Total number of clients 2015:** 21

**Total number of AOR clients 2015:** 7

**Total number of project-based clients 2015:** 15

**Number of accounts gained:** 10

**Details of accounts gained:** Shionogi, Osphena DTC Digital AOR Shionogi, Osphena HCP Digital AOR Iroko, Tivorbex DTC Digital AOR Iroko, Tivorbex HCP Digital AOR Iroko, Zorvolex DTC Digital AOR Iroko, Zorvolex HCP Digital AOR Iroko, Vivlodex DTC Digital AOR Iroko, Vivlodex HCP Digital AOR Mironova Labs, Mironova EGT+ Digital AOR Boehringer Ingelheim, Flomax Digital AOR RX Sample Solutions

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Digital



## FEATURED WORK

**Description:** Livalo is a statin that competes in a market dominated by generics. Since physicians believe that all statins are the same and habitually write their generic of choice, our DTC campaign needed to communicate that failing on certain statins may be due to their interacting with the patient's other medications.

**Creative/account team for ad:** Creative and development team: Loren Ruderman, Ada Fung, Brendan Campi, Al Mauriello, Jason Lydon, Troy Larssen, Gerry Piazza. Account team: Lilliam Cordero, Tricia Lagan, Anne Mandell. Media team for ad: Saqib Ismail, Suparno Chaudhuri, Celine Morton

**Why is your ad special?** The Livalo DTC campaign successfully takes a complex story for patients to understand (how statins can interact with other medications) and translates it into simple and effective communications that clearly convey the value and benefit of Livalo. This comprehensive campaign initiative included SEM, banners, a website, video, and CRM.



## Sentrix Health

**Address:** 230 Park Avenue South, 10th Floor, New York, NY 10003

**Founded:** 2001

**Parent company:** Sudler & Hennessey, 230 Park Avenue South, New York, NY 10003

**Full-time employees:** 50 (2015), 35 (2014)

**Senior management:** June Carnegie, EVP, MD; Chris Watson, EVP, creative director; Richard Veal, EVP, strategic director; James Hammond, EVP; client services director; John Draper, SVP, managed markets director; Florence Michelet, SVP, MedComms director

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	60	70
Professional digital/web/mobile	20	20
Professional print ads	8	10
Consumer digital/web/mobile	2	0
Promotional medical education	10	0

**Total number of clients 2015:** 7

**Total number of AOR clients 2015:** 7

**Number of accounts gained:** 2

**Number of accounts lost:** 1

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

**Other practice areas:** Hub

## Sound Healthcare Communications

**Address:** 120 Albany St., Tower 1, Suite 503, New Brunswick, NJ 08901

**Founded:** 2014

**Full-time employees:** 22 (2015), 4 (2014)

**Senior management:** Jeff Hack, managing partner, creative director; Ryan Perkins, managing partner, director of client services; Nick Rhodin, managing partner, director of strategic planning

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	40	40
Professional digital/web/mobile	30	30
Professional print ads	10	10
Other	20	20

**Total number of clients 2015:** 7

**Total number of AOR clients 2015:** 4

**Total number of project-based clients 2015:** 3

**Number of accounts gained:** 15

**Details of accounts gained:** AbbVie, Viekira Pak, Viekira Pak reformulation (brand name yet to be announced); Scilex Pharmaceuticals, Corporate Communications; Valeant Pharmaceuticals, Bensal, Carac, Clindagel, Elidel, Locoid, Noritate, Ruconest, Sjo Test, Targretin, Vanos, Xerese, Zovirax, Zyclara; Avexis, AVXS-101;

Recordati, Carbaglu.

**Number of accounts lost:** 1

**Details of accounts lost:** Teva, SD-809

**Services:** Professional (marketing/sales), Relationship marketing/direct, Digital, working with health tech startups or innovative tech

## Square I Partners

**Address:** 1 Wrigley, Irvine, CA 92618

**Founded:** 2011

**Full-time employees:** 17 (2015), 14 (2014)

**Senior management:** Les Yates, digital director; Rich Fair, creative director; Lauren Kanner, strategic director

**North American revenue:** \$1,929,503

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	5	15
Professional digital/web/mobile	45	30
Professional print ads	5	10
Consumer digital/web/mobile	30	20
Consumer print ads	5	10
Promotional medical education	5	10
Direct marketing	5	5

**Total number of clients 2015:** 21

**Total number of AOR clients 2015:** 17

**Total number of project-based clients 2015:** 4

**Number of accounts gained:** 5

**Details of accounts gained:** Halozyme, Pegph20, Hylenex; Alcon, ORA; ProLacta; i-Optics, Cassini; IBMD

**Number of accounts resigned:** 2

**Details of accounts resigned:** Saddleback Eye Center; Precision Eye

**Number of accounts lost:** 2

**Details of accounts lost:** Sauflon, acquired by Coopervision; Sonendo

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, working with health tech startups or innovative tech

## STONEARCH



StoneArch

**Address:** 710 South 2nd St., 7th Floor, Minneapolis, MN 55401

**Founded:** 1984

**Full-time employees:** 36 (2015), 36 (2014)

**Senior management:** Judy Kessel, founder and chair; Jerrold Gershon, CEO; Jessica Boden, president; Cassie Benowitz, VP, strategy and planning; Phil Hoch, ECD; Katie Uphus, senior director, operations

**Recent executive hires:** Rebecca Dehn, director of account planning. Previously with Ogilvy and Mather

**North American revenue:** \$10,400,000

**U.S. billings,** breakdown by media/source (%)

	2015	2014
Sales materials	15	25
Professional digital/web/mobile	17	15
Professional print ads	15	7
Consumer digital/web/mobile	23	18
Consumer print ads	10	10
Promotional medical education	5	10
Other	15	15

**Total number of clients 2015:** 25

**Total number of AOR clients 2015:** 13

**Total number of project-based clients 2015:** 12

**Number of accounts gained:** 10

**Details of accounts gained:** Cogentix, Urgent PC Neuromodulation; Impedimed, L-Dex System; Mayo Clinic Center for Innovation and Delos, the Well Living Lab; Medela Healthcare, Invia Liberty NPWT Pump, Invia Motion NPWT Pump, Thopaz Digital Chest Drainage System, Dominant Flex Surgical Suction Pump; Medical Alley Association, the nation's leading advocacy and education trade group for med device and health tech companies; NexBen, developers of a proprietary healthcare benefits platform; Nuvasive, XLIF eXtreme Lateral Interbody Fusion, MAGEC Spinal Bracing and Distraction System; Veracyte, Percepta Bronchial Genomic Classifier; Vital Images, VioSuite Image Management Solutions (VioArchive, VioStream), Vitality Solutions (Vitality IQ, VitreaVitality); Step One Foods, Step One Foods (therapeutic, cholesterol-reducing foods)

**Number of accounts resigned:** 1

**Details of accounts resigned:** St. Luke's Health Care System

**Number of accounts lost:** 1

**Details of accounts lost:** Astora Women's Health (formerly AMS Women's Health) after working together since 2000. Astora operations were officially ceased March 31, 2016, by parent company Endo International, based their decision on projected losses from vaginal mesh lawsuits. Products: MiniArc Single-Incision Sling Systems, Monarc Subfascial Hammock, RetroArc Retropubic Sling System, Elevate Prolapse Repair Systems.

**Services:** Professional (marketing/sales), OTC/Wellness, Digital, working with health tech startups or innovative tech, public health/nonprofit/NGO

## FEATURED WORK

**Description:** The Well Living Lab, a collaborative effort between Mayo Clinic and Delos, is a first-of-its-kind research facility setting out to change the way we view indoor environments. But without a brand identity or compelling story, the team was struggling to sell the concept. That's when StoneArch got involved.

**Creative/account team for ad:** Phil Hoch, executive creative director; Wayne Walstead, associate director, strategy; Sue Katula, senior strategist, writer; Allison Shulow, art director; Lauren Zuercher, designer

**Why is your ad special?** Selling a concept that doesn't exist requires credibility (You can trust us), excitement (You don't want to miss this) and benefits (You will profit from this.) To nail all three, we developed a simple, thought-provoking story and engaging brand identity that resonated with investors, researchers, and consumers.



## Strikeforce Communications

**Address:** 366 West 11th St., Suite 4F, New York, NY 10014

**Founded:** 2008

**Full-time employees:** 30 (2015), 25 (2014)

**Senior management:** Michael Rutstein, founder, CEO; Patricia Prugno, founding partner, MD

**U.S. billings,** breakdown by media/source (%)

	2015	2014
Sales materials	20	20
Professional print ads	20	20
Consumer print ads	30	30
Consumer broadcast	30	30

**Total number of clients 2015:** 5

**Total number of AOR clients 2015:** 3

**Total number of project-based clients 2015:** 2

**Number of accounts gained:** 3

**Details of accounts gained:** Gilead: Get Tested Activation Initiative, SOF/Vel Amgen: Neulasta OnPro On-body Injector Amniox: Neox Storage

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech

## Sudler & Hennessey

**Address:** 230 Park Avenue South, New York, NY 10003

**Founded:** 1941

**Parent company:** WPP, 27 Farm Street, London, U.K. W1J 5RJ

**Full-time employees:** 900 (2015), 900 (2014)

**Senior management:** Jed Beitler, chairman, CEO, worldwide; Ellen Goldman, CFO; Rob Rogers, co-CEO, the Americas; Louisa Holland, co-CEO, the Americas; Max Jackson, CEO, EMEA and APAC

**Services:** Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, public health/nonprofit/NGO

## Symbiotix

**Address:** 1020 Monarch St., Suite 200, Lexington, KY 40513

**Founded:** 1998

**Parent company:** Havas Health, 200 Madison Ave., New York, NY 10016

**Full-time employees:** 62 (2015), 48 (2014)

**Senior management:** Timothy E. Rice, CEO; Jo Ann M. Rice, PharmD, COO; Sally Jagelman, president; John A. Ponsoll, EVP

**Total number of clients 2015:** 12

**Total number of AOR clients 2015:** 2

**Total number of project-based clients 2015:** 10

**Number of accounts gained in 2015:** 4

**Number of accounts resigned in 2015:** 2

**Services:** Professional (marketing/sales), Consumer (Rx), Med ed (on-label, non-CME type), Digital

## Targetbase

**Address:** 7850 North Belt Line Rd., Dallas, TX 75063

**Founded:** 1977

**Parent company:** Omnicom Group, 437 Madison Ave., New York, NY 10022

**Full-time employees:** 65 (2015), 50 (2014)

**Senior management:** Mark Wright, CEO; Kimberley Walsh, CCO; Beth Kuykendall, EVP, strategy; Robin Rettew, MD; Peter Kulupka, CTO; Jimmy Rhodes, SVP, analytics and business intelligence; Dimitris Tsioutsias, SVP, analytics

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Consumer digital/web/mobile	55	50
Promotional medical education	5	0
Direct marketing	35	45
Other	5	5

**Total number of clients 2015:** 9

**Total number of AOR clients 2015:** 5

**Number of accounts gained:** 2

**Details of accounts gained:** We were awarded one client in dermatology and one within respiratory, we are unable to note specifics due to contractual obligations.

**Services:** Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Digital, Payer/managed markets/access, public health/nonprofit/NGO

**Other practice areas:** Database and Campaign Management, Advanced Analytics and Business Intelligence

**Services:** Targetbase is a data-driven, CRM agency, with a passion for putting patients first and surrounding them with brand experiences that help them on their journey to better health — from illness and treatment to well-being. We are leaders in patient journey behavioral modification. We develop and nurture the relationships between patients and brands to enable real-time engagement and support. In addition to our CRM AOR agency services, we develop patient and HCP close-loop marketing systems inclusive of database and multichannel campaign management, analytics and performance dashboards. We leverage our analytic and digital expertise to listen and respond to patients and HCPs with the right message in the right context. Our programs focus on Patient Education, Onboarding, Compliance, Adherence, Patient Engagement and Behavioral Modification. We have over 25 years of experience in the healthcare space and are part of the Omnicom Group.

## TBWA\WorldHealth

**Address:** 488 Madison Ave., 4th Floor, New York, NY 10022

**Founded:** 1962

**Parent company:** Omnicom Group, 437 Madison Ave., New York, NY 10022

**Senior management:** Sharon Callahan, CEO; Robin Shapiro, group

president, North America; Jamie Pfaff, CCO; Dan Chichester, chief digital officer; Kristen Gengaro, managing partner; Meaghan Onofrey, managing partner; Paul Pfeleiderer, chief strategy officer

**Recent executive hires:** Amy Bybee, SVP, director of CRM and integrated marketing; Alex Cho, group creative director; Matt Collins, SVP, group creative director, innovation and engagement; Yolanda Haynesworth, SVP; Carlos Lopez, VP, digital and engagement strategy; Bob Vogel, brand strategist; Arek Zarycki, VP, associate director of technology

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	25	25
Professional digital/web/mobile	55	55
Professional print ads	10	10
Consumer digital/web/mobile	5	5
Consumer print ads	5	5

**Total number of clients 2015:** 22

**Total number of AOR clients 2015:** 14

**Total number of project-based clients 2015:** 8

**Number of accounts gained:** 11

**Details of accounts gained:** Advanced Accelerator Applications, Avanir Pharmaceuticals, Intra-Cellular Therapies, Illumina, Janssen Diagnostics, MacoGenics, Pfizer, VaxServe

**Services:** Professional (marketing/sales), Consumer (Rx), Relationship marketing/direct, Media planning and/or buying (consumer or professional), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

## The Access Group

**Address:** 400 Connell Dr., 2nd Floor, Berkeley Heights, NJ 07922

**Founded:** 1998

**Full-time employees:** 126 (2015), 102 (2014)

**Senior management:** Eric Bishea, CEO; Michael Webster, managing partner; Seth Gordon, managing partner; Leana Wood, managing partner; Kevin Barnett, managing partner

**Recent executive hires:** Cheri Young Richman, creative director. Previous employer, DDB, New York, creative director

**North American revenue:** \$55,000,000

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Promotional medical education	30	25
Other	70	75

**Total number of clients 2015:** 48

**Total number of AOR clients 2015:** 13

**Total number of project-based clients 2015:** 35

**Number of accounts gained in 2015:** 13

**Details of accounts gained:** New accounts gained included Acadia; Depomed; Ferring; Immune Design; InVentiv; Medimmune; Nestle Health; Pacira; Purdue; Supernus; Ultragenyx; and Ventana.

**Number of accounts lost:** 1

**Services:** Professional (marketing/sales), Consumer (Rx), Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech

startups or innovative tech

**Other practice areas:** Management consulting, government policy and systems consulting, and training



## The Bloc

**Address:** 32 Old Slip, New York, NY 10005

**Founded:** 2000

**Full-time employees:** 180 (2015), 170 (2014)

**Senior management:** Susan Miller Viray, founding partner; Rico Viray, founding partner; Jennifer Matthews, president and managing partner; Elizabeth Elfenbein, partner; Stephanie Berman, partner; Art Chavez, partner; Alan Posner, partner

**Recent executive hires:** Megan Fabry, SVP, engagement strategy; Sharon Howard Butler, SVP, creative director; Robin Tzannes, SVP, creative director; Amy Marchitello, SVP, group account director; Katya Petrova, SVP, group account director; Andrea Kretzmann, MD

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	12	14
Professional digital/web/mobile	31	25
Professional print ads	3	3
Consumer digital/web/mobile	22	20
Consumer print ads	2	2
Consumer broadcast	6	5
Promotional medical education	2	4
Direct marketing	2	2
Other	20	25

**Total number of clients 2015:** 25

**Total number of AOR clients 2015:** 18

**Total number of project-based clients 2015:** 7

**Number of accounts gained:** 20

**Details of accounts gained:** AstraZeneca, saxadapa, payer; Merck, Unbranded vaccines initiative; Montefiore Hospital System, corporate promotion; Allergan, Vraylar; Basilea, Cresemba; Convatec, Ostomy product line; Zoetis, Global diagnostic website; Acorda, Plumiaz; Novartis, Promacta; Mission Pharmacal, CitraNatal, Binosto, Ferralet, Avar, Ovace, Eleton, Plexion, Keralac, Hycufenix, Flowtuss; HAP Innovations, in home health hub; BMS, Evotaz, Reyataz

**Number of accounts lost:** 2

**Details of accounts lost:** Lost Celgene Payer account due to budget cuts and lost GSK vaccines due to shift from Novartis to GSK

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Med ed (on-label, non-CME type), Digital, working with health tech startups or innovative tech, public health/nonprofit/NGO

**Other practice areas:** BlocSky is an innovative working model that provides top quality streamlined execution services designed to meet the needs of mid-to-late lifecycle brands. This model is also well-suited for lower complexity deliverables for brands at any stage in their lifecycle.

## Tip Medical Communications

**Address:** 25 Independence Blvd., Suite 404, Warren, NJ 07059

**Founded:** 2009

**Full-time employees:** 15 (2015), 10 (2014)

**Senior management:** Ira Flood, MD; Julianna Schiavino, director, client service

**Total number of clients 2015:** 18

**Total number of project-based clients 2015:** 18

**Number of accounts gained:** 8

**Services:** Digital

**Other practice areas:** Tip Medical Communications, (TipMed) is a technology partner focused on providing fresh solutions to pharma clients. Within the health-care space, we are experts in creating solutions powered by years of experience, passion, and ideas that drive digital innovation forward. We specialize in the areas of App and website development, mobile messaging, video production, and print design and production.

## Tipping Point Media

**Address:** 1595 Paoli Pike, West Chester, PA 19382

**Founded:** 2003

**Full-time employees:** 18 (2015), 7 (2014)

**Senior management:** William Garner, president, CCO; Amy Garner, VP of client services and education; Kate Dominick Ph.D, director of instructional design; Patrick Lenahan, senior eLearning development manager; Jessica Andrezze, senior instructional eLearning developer; Christopher Scherer, director of 3-D medical animations; Bingjie Xue, 3-D medical simulations; Melissa Kelley, senior project manager; Quintin Collis, interactive art director; Becky Ratcliff, interactive designer; Keith Henley, senior backend system engineer; Peter Kratz, senior gamification and virtual realty engineer; Alyssa Tutelian, project manager

**Recent executive hires:** Kate Dominick Ph.D, director of instructional design; Jessica Andrezze, senior instructional eLearning developer; Peter Kratz, senior gamification and virtual realty engineer; Becky Ratcliff, interactive designer; Alyssa Tutelian, project manager; Bingjie Xue, 3-D medical simulations

**North American revenue:** \$3,800,000

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	60	80
Professional digital/web/mobile	50	50
Professional print ads	10	10
Consumer digital/web/mobile	50	50
Consumer print ads	10	10
Consumer broadcast	10	10
Promotional medical education	40	60
Direct marketing	50	80
Public relations	10	10
Other	20	20

**Total number of clients 2015:** 32

**Total number of AOR clients 2015:** 2

**Total number of project-based clients 2015:** 40

**Number of accounts gained:** 22

**Details of accounts gained:** Johnson & Johnson, Janssen, Genentech, Teleflex, BARD CDC DOD Morphotek, Nihon Kohden, Philips, Novo Nordisk

**Number of accounts resigned:** 4

**Details of accounts resigned:** Johnson & Johnson, Janssen, Genentech, Novo Nordisk

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

## Trio

**Address:** 35 Waterview Blvd., 3rd Floor, Parsippany, NJ 07054

**Founded:** 2005

**Parent company:** The Interpublic Group of Companies, 909 Third Ave., New York, NY 10022

**Full-time employees:** 50 (2015), 40 (2014)

**Senior management:** Brian Raineri, PharmD, EVP, group management director; Krista Geller, MD, SVP, group MD; Scott Thompson, SVP, creative director; Andrew Thorn, SVP, integration strategy; Donna Rooney, SVP, project management

**Recent executive hires:** Krista Geller, MD transferred from sister agency ICC Lowe (now FCBCure) to head up Medical Strategy department, filling the role of Brian Raineri, PharmD, who moved to a full-time account management role in the agency

**Services:** Professional (marketing/sales), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech

**Other practice areas:** Media planning/buying and payer/managed markets/access offered through parent company FCB Health and sister agencies within the FCB Health Network.

## Triple Threat Communications

the **UN** agency

### Triple Threat Communications

**Address:** 140 E. Ridgewood Ave., Suite 415ST, Paramus, NJ 07652

**Founded:** 2005

**Full-time employees:** 30 (2015), 14 (2014)

**Senior management:** Tim Frank, managing partner, owner; Bob Hogan, EVP, director of consumer communications; Teri Grajo, EVP, director of operations; Jeff Perino, EVP, creative director; John Lopos, EVP, strategic and commercial planning; Jesse Pease, EVP, head of digital

**North American revenue:** \$12,500,000

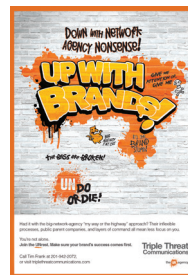
**U.S. billings, breakdown by media/source (%)**

	2015	2014
Sales materials	40	60
Professional digital/web/mobile	30	15
Professional print ads	10	10
Consumer digital/web/mobile	10	10
Promotional medical education	5	0
Direct marketing	5	5

**Total number of clients 2015:** 6

**Total number of AOR clients 2015:** 4

**Services:** Professional (marketing/sales), Consumer (Rx), Relationship marketing/direct, Med ed (on-label, non-CME type), Digital, working with health tech startups or innovative tech



### FEATURED WORK

**Description:** Network agencies have lost sight of their biggest priority: their clients and brands. A myriad of subversive messages appearing as graffiti on a brick wall support the main message “Down with Network Agency Nonsense. Up with Brands.” A strong call to action urges the reader to “Join the Unrest” and put brands first.

**Why is your ad special?** This anti-establishment, graffiti-styled ad is special because it takes the network agency model head-on. With supersize client bases, public parent companies, and multiple layers of command, network agencies have lost sight of the biggest priority: their clients and brands. At Triple Threat, we aim to fix that.

## underscore

### Underscore Marketing

**Address:** 17 State St., Suite 1910, New York, NY 10004

**Founded:** 2012

**Full-time employees:** 30 (2015), 36 (2014)

**Senior management:** Lauren Boyer, CEO; Tom Hespos, CMO; Chris Tuleya, EVP, media; Matt Enos, VP, global agency partnerships; Lisa



Bill, VP, communications planning; Jennifer Smith, VP, communications planning

**North American revenue:** \$6,612,128

**U.S. billings,** breakdown by media/source (%)

	2015	2014
Professional digital/web/mobile	30	25
Professional print ads	15	10
Consumer digital/web/mobile	40	40
Consumer print ads	5	10
Consumer broadcast	5	15

**Total number of clients 2015:** 26

**Total number of AOR clients 2015:** 2

**Total number of project-based clients 2015:** 24

**Number of accounts gained:** 12

**Details of accounts gained:** NovoNordisk, All Brands (HCP Media); Montefiore Medical Center; Endo Pharmaceuticals, Xiaflex, Stendra; Ferring Pharmaceuticals, Firmagon, Prepopik, Testavan, Bravelle

**Number of accounts lost:** 2

**Details of accounts lost:** Daiichi-Sankyo, Gilead Sciences

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Media planning and/or buying (consumer or professional), Digital, Payer/managed markets/access, working with health tech startups or innovative tech

## W2O Group

**Address:** 60 Francisco St., San Francisco, CA 94133

**Founded:** 2001

**Full-time employees:** 427 (2015), 402 (2014)

**Senior management:** Jim Weiss, founder, CEO; Bob Pearson, president, W2O Group; Jennifer Gottlieb, chief client officer; Mike Hartman, chief creative officer; Gary Grates, principal; Aaron Strout, president, WCG; Annalise Coady, president, Twist Mktg; Carolyn Wang, president, Brewlife; Paul Dyer, president, analytics and insights; Greg Matthews, MD, MDigitalLife

**Recent executive hires:** Eric Shenfield, group director, healthcare, previously global head, digital analytics, Roche. With 20 years of integrated and digital marketing and communications experience, the last 15 in healthcare and consumer goods across agency and industry, Eric truly walks and talks the languages of both business and IT. Eric works throughout our Global client portfolio to ensure that every decision made is informed by solid data, and aligned with top and bottom line business goals. His prior experience of working for two of the top five Global Pharma companies (Roche and Novartis), at both the local and global levels, provides him with the unique ability to plan and strategize with global thought leaders, while remaining focused toward the realities of local market implementation. Eric is a healthcare leader in our Austin office who works on strategic campaigns across multiple therapeutic areas, paying close attention to ensuring that client expectations pull through to our product and service offerings.

Jaime Needel, group director, previously director of Sales at Treato. Jaime has been with W2O Group and has partnered with healthcare companies across pharmaceuticals, biotechnology, device, diagnostics, and digital health. She has supported brands from the early stages of pre-approval through to lifecycle management, specializing in helping

clients use digital and social insights to inform product launch, marketing efforts, and communications. Jaime has worked with the top global pharmaceutical and biotechnology companies, including Sanofi, Pfizer, GSK, Genentech, Otsuka, and Bayer across therapeutic areas including oncology, diabetes, heart health, rare disease, immunology, and many others. Prior to joining W2O Group, Jaime led client services at Treato, a patient intelligence company. Prior to that, Jaime spent over 9 years at Nielsen, ultimately serving as VP, healthcare practice at NM Incite, a joint venture between McKinsey Consulting and Nielsen Company. Jaime held numerous positions at NM Incite, Nielsen, and BuzzMetrics across healthcare, CPG, and Retail. Jaime's initial foray into healthcare was via BuzzMetrics, the first online analytics company, in 2003.

Dana Lewis, director, MDigitalLife, previously head of digital strategy, Swedish Medical Center and one of the most influential e-patients in the world. Dana has a deep understanding of the evolution of topics, language, behavior and influence for online healthcare audiences and advises healthcare companies in projects with the aim of ultimately improving the health of their patients, consumers, and customers. Dana is well known in the healthcare social media space, first and foremost from founding and leading the #hcsms Twitter chat community since 2009. This is the first and longest-running healthcare tweetchat. Additionally, before joining W2O Group, she spent years in a digital leadership role supporting a nonprofit health system and other health organizations in connecting patients with health information and services online. Dana is also known as a leading ePatient, frequently speaking worldwide and publishing on topics related to patient engagement and the DIY and #WeAreNotWaiting movement. She has worked directly with healthcare device manufacturers to help them solve problems from the patient's perspective. Having first developed her own "Do It Yourself" Artificial Pancreas System (known as #DIYPS), she also leads the #OpenAPS open source movement and community to make safe and effective basic artificial pancreas technology available (sooner) for people with diabetes.

Lynn Pulsifer, creative director, previously creative director CleaResult. Lynn possesses the ability to lead creative teams to transcend traditional thinking, to create meaningful new ideas, all informed by sound strategic insight. Experience matters, and Lynn has 16 years of working with *Fortune* 50 brands. GM, FedEx, AT&T, Cisco, and HP to name a few. This gives her a deep bench of tools that come from working with the best. Lynn has worked at top agencies including Moxie, RAPP and Digitas. No creative director can do it alone. It takes great relationships. Working closely with the strategy, account and production leads to set a vision for both the internal team and the client.

Andrew Korf, director, user experience, previously UX lead, Razorfish. Andrew leads the user experience team at W2O comprised of a diverse and talented group of UX and UI designers, information architects, and content planners and strategists. Along with his experienced team, he brings over 25 years of UX and design research experience to your project. Andrew has lead user experience design projects for a diverse set of healthcare and wellness related companies and organizations including Mayo Clinic, University of Minnesota Hospitals, StayWell, HealthFitness, United Health Group, Aetna, Hazelden, Cooper Medical, and others. Recently Andrew helped lead the UX team at Razorfish design, develop and implement the strategy, the design system, and it's global redeployment for Visa.com which recently relaunched and is built on the Adobe Marketing Cloud. He has additional enterprise experience working with companies like American Express where he lead the global rollout of the American Express mobile web efforts as well as development of Subaru of America's web strategy and user experience.

Caitlin Chase, associate creative director, previously copy supervisor,

Harrison & Star. Caitlin is a writer with expertise delivering integrated creative solutions for healthcare companies and nonprofit organizations. Having helped build brands in both the global and U.S. markets, she brings a deep understanding of the psychosocial, cultural, and clinical dimensions of illness to the creative process. Previously, Caitlin worked at Harrison and Star and Saatchi & Saatchi Health, where she collaborated with clients including Roche, Genentech, Novartis, Boehringer Ingelheim, Surgeons of Hope, and Family Reach Foundation. Caitlin holds a bachelor's degree from New York University and a master of science in narrative medicine from Columbia University, where her studies focused on narrative theory and practice, health, and social justice.

**North American revenue:** \$88,468,473

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Professional digital/web/mobile	10	8
Consumer digital/web/mobile	15	12
Promotional medical education	15	14
Direct marketing	17	15
Public relations	43	51

**Total number of clients 2015:** 130

**Total number of AOR clients 2015:** 7

**Total number of project-based clients 2015:** 45

**Number of accounts gained:** 25

**Number of accounts resigned:** 5

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Media planning and/or buying (consumer or professional), Med ed (on-label, non-CME type), Digital, Payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO

**Other practice areas:** Our client portfolio includes biotechnology, medical devices, pharmaceuticals, digital health and health services. Key specialty areas and expertise: Corporate and product branding and positioning; digital strategy and execution; pricing and value communications; FDA approvals and launches; issues and crisis management; IPO prep and execution; cancer immunotherapy, CRISPR, gene and RNAi technology, cardiovascular, oncology, CNS, pain management, women's health and immunology.



## Warhaftig Associates

**Address:** 740 Broadway, New York, NY 10003

**Founded:** 1982

**Full-time employees:** 8 (2015), 8 (2014)

**Senior management:** Matt Warhaftig,

principal; Hande Dogu, VP, account management

**North American revenue:** \$2,000,000

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Sales materials	100	100

**Total number of clients 2015:** 5

**Total number of AOR clients 2015:** 2

**Total number of project-based clients 2015:** 3

**Number of accounts gained:** 1

**Details of accounts gained:** Sanofi/Regeneron Alliance, Dupilumab (atopic dermatitis)

**Services:** Professional (marketing/sales), Payer/managed markets/access

**Other practice areas:** Exclusively focused on access + payer marketing.

## Wunderman Health

**Address:** 3 Columbus Circle, New York, NY 10019

**Founded:** 2010

**Parent company:** Wunderman, 3 Columbus Circle, New York, NY 10019

**Senior management:** Becky Chidester, CEO, Wunderman Health; Jeffrey Ross, president, life sciences, Wunderman Health; Dennis Barnes, president, health services, Wunderman Health; Brenda Fiala, EVP, global strategy, Wunderman Health; Lindsay Resnick, EVP, CMO, Wunderman Health; Michael Duke, marketing intelligence lead, Wunderman Health; Matt Connor, executive creative director, Wunderman Health

**Recent executive hires:** Cassandra Sinclair, EMEA healthcare lead, Wunderman Health. Cassandra has worked in multiple public and private healthcare organizations around the world. Most recently, Cassandra led the Omnicom Pfizer Integrated Commercial Team throughout Europe, focused on collaborative business engagement, innovation and integration.

**U.S. billings**, breakdown by media/source (%)

	2015	2014
Professional digital/web/mobile	15	20
Consumer digital/web/mobile	55	55
Consumer print ads	10	0
Direct marketing	20	25

**Total number of clients 2015:** 30

**Total number of AOR clients 2015:** 10

**Total number of project-based clients 2015:** 15

**Number of accounts gained:** 7

**Details of accounts gained:** Miracle Ear, Boehringer Ingelheim, Ofey, Hologic, NovaSure, BCBS, Multiple Plans AstraZeneca, Saxa/Dapa GSK, Vaccines GSK, Consumer Health, New Brands

**Number of accounts resigned:** 1

Details of accounts resigned: AstraZeneca, SaxaDapa

**Number of accounts lost:** 1

**Details of accounts lost:** Blue Cross Blue Shield, Alabama

**Services:** Professional (marketing/sales), Consumer (Rx), OTC/Wellness, Relationship marketing/direct, Digital, Payer/managed markets/access, working with health tech startups or innovative tech