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.
5MetaCom
630 W. Carmel Drive, Suite 180
Carmel, IN 46032
Phone: 317-580-7540
Fax: 317-580-7550
E-mail: mail@5metacom.com
Web: www.5metacom.com
Founded: 1977
Officers: Chris Wirthwein, President & CEO; Mark Duffin, CFO; Eric DeWitt, VP Business Services
Full-time Employees: 30 (2011) 30 (2010)
Services: 5MetaCom is a full-service advertising and public relations agency specializing in advertising for technical and scientific products.

AbelsonTaylor
33 W. Monroe, 6th Floor
Chicago, IL 60603
Phone: 312-894-5500
E-mail: info@abelsonlaylor.com
Web: www.abelsonlaylor.com
Founded: 1981
Officers: Dale Taylor, President & CEO; Jay Carter, EVP, Director of Strategy Services; Nancy Drescher, EVP, Director of Client Services; Stephen Neale, EVP, Executive Creative Director
2011 Gross Income: $65 million to $100 million
Full-time Employees: 426 (2011) 403 (2010)
Number of Accounts gained: 4
Number of Accounts lost: 3
Services: Print, Broadcast, Interactive, DTP, DTC, Outstanding.
Offices: Indianapolis, IN

AE Marketing Group
125 E. 13th Street, Suite #1312
Chicago, IL 60605
Phone: 312-882-3364
E-mail: info@aegroupchicago.com
Web: www.aegroupchicago.com
Founded: 2011
Officers: Brian Walker, President/CEO
2011 Gross Income: Under $5 million
Full-time Employees: 3 (2011)

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer print ads</td>
<td>15%</td>
</tr>
<tr>
<td>Consumer broadcast</td>
<td>35%</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>15%</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>15%</td>
</tr>
<tr>
<td>Other</td>
<td>20%</td>
</tr>
</tbody>
</table>

Healthcare accounts: Network Health, Carle Foundation, Health Alliance, Children’s Memorial Hospital
Number of Accounts gained: 4
Number of Accounts lost: 1
Services: Management consulting, customer experience, marketing planning, brand strategy, creative design and production, media strategy and planning
New Hire Detail: Keeli Mickus, Creative Director

The Agency Inside Harte-Hanks
777 Township Line Road, Suite 300
Yardley, PA 19067
Phone: 215-944-9727
Fax: 215-944-9710
E-mail: agency@harte-hanks.com
Web: www.theagencyinside.com
Founded: 1983
Parent company: Harte-Hanks, 9601 McAllister Freeway, Suite 610, San Antonio, TX 78216-4681
Officers: Anne Stroup, Managing Director, Health & Wellness; Anthony Rotolo, Chief Creative Officer; Kevin T. Dunn, EVP, Strategy & Analytics; Eugenio Angueira, MD, VP, Global Medical Strategy; Rob Fuller, VP, Technology; Jeannine Falcone, Corporate VP
2011 Gross Income: $20-25 million

Services: We have a Professional and Patient Health and Wellness practice that brings together the ideas of relationship marketing and technology with the value of brand. Services Offered: strategy, visual design, copywriting, interactive innovation, relationship marketing, and analytics.

New Hire Detail: Eugenio Angueira, MD, VP, Global Medical Strategy and Anthony Rotolo, Chief Creative Officer. Anthony brings nearly 25 years of creative, strategic and tactical experience to the table. Anthony has worked on brand and relationship marketing strategies at leading healthcare advertising agencies across practically every therapeutic category. While you can expect Anthony to be incredibly creative and conceptual, be sure to be surprised by his strategic thinking. Anthony creative application goes far beyond pharmaceutical advertising, he is also an accomplished painter and photographer with a few exhibitions to his credit. Dr. Eugenio Angueira serves as the Vice President, Global Medical Strategy at The Agency Inside. Dr. Angueira graduated from the University of Puerto Rico School of Medicine in 1992 and went on to complete his residency in Internal Medicine at Mount Sinai Medical Center in Miami Beach, Florida where he also served as Chief Medical Resident. He did additional training in Endocrinology at Jackson Memorial Hospital/University of Miami, after which he returned to Mount Sinai Medical Center as Associate Program Director for the Internal Medicine Residency Program. Dr. Angueira has also worked for Nordisk, Inc. with positions ranging from Medical Scientific Director (field position), Clinical Advisor (VICTOZA) and Medical Director (tiragludilte for obesity). Dr. Angueira maintains a part-time practice of Endocrinology and is Board Certified in Internal Medicine and Endocrinology.

Offices: Santa Ana, CA; San Diego, CA; Jacksonville, FL; Boston, MA; Richardson, TX

AgencyRx
200 Varick Street, 3rd Floor
New York, NY 10014
Phone: 212-896-1300
Fax: 212-945-8099
E-mail: info@agencyrx.com
Web: www.agencyrx.com
Founded: 2005
Parent company: The CDM Group, 220 East 42nd Street, New York, NY 10017
Officers: Michael Schreiber, President; Wendi Goodman, Managing Partner, Director of Client Services; Fred Kinch, Managing Partner, Creative Director; Marina Jean, Managing Partner, Director of Strategic & Scientific Services; Matt Goff, Associate Partner, Director of Digital Marketing
2011 Gross Income: $40 million to $65 million
Full-time Employees: 190 (2011) 180 (2010)

Healthcare accounts: Celgene: Hematology Franchise, Istodax, Pomalidamide, Revlimid, Thalomid, Vidaza; EMD Serono: Gonal-f, Saizen; Genentech: Bitopertin, Rheumatoid Arthritis Franchise, Rituxan for WG/MPA, Rituxan for RA, Xeloda; John-
son & Johnson/Cordis: InCraft; Novartis: Afinitor Global Digital, Eucreas, Exjade, Exelon patch; Sandostatin Global, Signifor Global Digital Galvus; Noven: Mini Dot; Orion: Dexdor, Global Stalevo; Pfizer: Thrombin JMI; Roche: Bitopertin, Onartuzumab; Teva: Lo-Seasonique, Seasonique, Seasonique Global

Number of Accounts gained: 11
Accounts gained: Celgene: Pomalidomide, Hematology Franchise; Genentech: Bitopertin; Johnson & Johnson/Cordis: InCraft; Noven: Mini Dot; Novartis: Afinitor Global Digital; Sandostatin Global, Signifor Global Digital; Roche: Bitopertin, Onartuzumab; Teva: Seasonique Global

Number of Accounts lost: 2
Accounts lost: Bayer Animal Health; Pfizer: Bosotinib

Offices: 55 Union Street, San Francisco, CA 94111

Divisions: Healthcare Advertising and Promotion, Interactive, Medical Education

Aloysius Butler & Clark
819 N. Washington Street
Wilmington, DE 19801
Phone: 302-655-1552
Fax: 302-655-3105
Web: www.a-b-c.com

Founded: 1971

Officers: John C. Hawkins, Chief Executive Officer & President/Managing Partner; Michael F. Gallagher, Executive Vice President/Managing Partner; Tom McGivney, Executive Creative Director/Managing Partner; Linda Shopa, Chief Financial Officer/Managing Partner; Paul Pomeroys, Director of Marketing/Managing Partner

2011 Gross Income: $40 million to $65 million


Healthcare accounts: Life Science Accounts: Aptalis Technologies (formerly Eurand Pharmaceutical Technologies); Catholic Health Initiatives (Center for Translational Research); Champions Oncology; Fujifilm Medical Systems; SDIX (formerly Strategic Diagnostics Inc.); Sysmex America; W.L. Gore & Associates (Medical Products). Other Healthcare Accounts: Abington Memorial Hospital; Atlanticare; Bayhealth Medical Center; Baystate Health; Continuum Health Partners; Delaware Division of Public Health (Cancer, Indoor Air, Infants Mortality, Tobacco); Genesing Health System; Gift of Life (Organ Donor Organization); Guthrie Health System; Holy Name Hospital; MedExpress; MedStar Health (Franklin Square, Good Samaritan, Georgetown University, Montgomery General, Union Memorial, Washington Hospitals); Mount Sinai Hospital; Nanticoke Health Services; Ocala Health System; St. Joseph’s Health System; The Chester County Hospital; UMDNJ-Robert Wood Johnson Medical School; Underwood Memorial Hospital; WellSpan Health; Westside Health.

Number of Accounts gained: 4
Accounts gained: Lansdale Hospital; MedExpress; MedStar Health (Franklin Square, Good Samaritan, Georgetown University, Montgomery General, Union Memorial, Washington Hospitals), Mount Sinai Hospital

Services: Strategic planning; branding; market research management; advertising and promotion; broadcast production; public relations/event planning; social media; marketing, buying and auditing; Website design/production; interactive media/online marketing; collateral and direct mail; recruitment marketing.

Offices: Aloysius Butler & Clark, 125 South 9th Street, Suite 801 Philadelphia, PA 19107; Aloysius Butler & Clark/Zero-In, 240 Market St, # 201, Bloomings, PA 17815-1951

Divisions: AB&C Healthcare, AB&C Recruitment, AB&C Life Sciences

FEATURED WORK

Description: Ad in food processing publications increased awareness of SDIX’s RapidChek brand of food safety tests for E.coli O157, Listeria, Salmonella and Salmonella Enteritidis, and introduced the new 24-hour RapidChek Listeria F.A.S.T. test. Visual shows an example of the ultimate beneficiary of these tests—the consumer.

Creative/account team: Tony Ross, Creative Director; Peter Gordon, Senior Account Supervisor

Media team: Client-placed media—SDIX

Why this ad is special: SDIX offers food processors and producers a rapid way to detect pathogens that will affect their customers—and their bottom line. This ad breaks through the clutter of the typical food processing advertising, while using low-key humor to underscore the real beneficiaries of SDIX’s rapid tests.

Andersen Jones Marketing Medicine
31473 Rancho Viejo Road, Suite 206
San Juan Capistrano, CA 92675
Phone: 949-240-6802
Fax: 949-240-8437
E-mail: rick@andersenjones.com
Web: www.andersenjones.com

Founded: 1985

Officers: Rick Andersen, President, Creative Director Copy; Karen Jones, Exec. VP, Creative Director Art

2011 Gross Income: $5 million to $10 million

Full-time Employees: 5 (2011) 6 (2010)

Healthcare accounts: Advanced Biologics; OsteoAMP bone grafts; Agenda: Symphony personalized breast cancer genomic profile; Impedimed: L-Dex Lyphedema Assessment; HarborMedTech: Neuvocell collagen skin graft; iFlow; Home Pump; SynergEyes: Duette Hybrid contact lenses; Alliance Healthcare Services: Radiology Imaging/Oncology Services

Number of Accounts gained: 2
Accounts gained: SynergEyes: Duette HD and Duette Multifocal product launches; Advanced Biologics: OsteoAMP bone grafts

Number of Accounts lost: 1
Accounts lost: Pioneer Surgical: Spine systems

Services: Branding, advertising, interactive, collateral, trade shows, product launch, product naming, DTC/DTP, iPad/mobile apps

Anderson DDB Health & Lifestyle
33 Bloor Street East, Suite 1300
Toronto, ON Canada M4W 3H1
Phone: 416-960-3830
Fax: 416-960-5531
E-mail: info@andersonddb.com
Web: www.andersonddb.com

Founded: 1972

Parent company: DDB Worldwide, a division of Omnicom Group Inc., 437 Madison Avenue, New York, NY 10022

Officers: Kevin Brady, President & CEO; Gordon Desveaux, Executive Vice President; Tony Miller, Executive Vice President

Full-time Employees: 100 (2011) 110 (2010)

Healthcare accounts: Advanced Biologics: OsteoAMP bone grafts; Accutome: Symphony personalized breast cancer genomic profile; Impedimed: L-Dex Lyphedema Assessment; HarborMedTech: Neuvocell collagen skin graft; iFlow; Home Pump; SynergEyes: Duette Hybrid contact lenses; Alliance Healthcare Services: Radiology Imaging/Oncology Services

Number of Accounts gained: 16

Number of Accounts lost: 3

Services: Anderson DDB Health & Lifestyle is a full-service communications agency offering expertise in strategic planning, branding, traditional print, television and radio, design/studio services, digital/social media, and multicultural communications.
**FEATURED WORK**

**Product:** Pinnacle Hips and Sigma Knees  
**Client:** DePuy Orthopædics  
**Creative/account team:** Tony Miller, Executive Creative Director; Anthony Duguay, Senior Art Director; Karen Ross, Head of Broadcast; Randy Vogel, Account Director; Gord Desveaux, Executive Vice President; Beverley Saptel-John, Account Supervisor; Tina Girard, Senior Account Executive

**Why this ad is special:** DePuy Orthopedics is a manufacturer of artificial hips and knees. Not only are these products rigorously tested in the lab, but they’re also tested in real life. Lesa, a dairy farmer from Kentucky, puts her DePuy knees to the test every day, and has been for years. Whether it’s baling hay or driving a tractor, Lesa’s knees are Real Life Tested. Potential patients can visit www.RealLifeTested.com to see mini documentaries of patients putting their DePuy joints through real life tests everyday.

---

**ApotheCom**  
800 Township Line Road, Suite 100  
Yardley, PA 19067  
Phone: 215-550-8420  
Fax: 215-497-8801  
Web: www.apothecom.com  
Founded: 1999  
**Parent company:** Huntsworth Health, 800 Township Line Road, Suite 250, Yardley, PA 19067  
**Officers:** David Dunn, CEO; David Paragamian, President US; Ryan Taggart, EVP, Account Mgmt.; Dr. John Howley, EVP, Scientific Strategy; Dr. Beth McMahon-Wise, EVP, Scientific Strategy; Dr. Bianca Ruzicka, EVP, Scientific Strategy; Karen Larstanna, VP, Creative; Rick Lang, VP, Creative Online

**2011 Gross Income:** $15 million to $25 million  
**Full-time Employees:** 225 (2011) 200 (2010)

**U.S. billings breakdown by media/source**

<table>
<thead>
<tr>
<th>Media/source</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional print ads</td>
<td>60%</td>
<td>60%</td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>20%</td>
<td>30%</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>25</td>
<td>30</td>
</tr>
</tbody>
</table>

**Healthcare accounts:** Merck; CNS; Infectious Disease; Novartis: Afinitor; Allergan: dermatology; Ferring: men’s healthcare; Roche: Actemra; J&J: CNS; Teva: respiratory; Pfizer: vaccines and biosimilars

**Number of Accounts gained:** 7  
**Accounts gained:** Genentech/Roche: Dalcatrapib; Pfizer: Bosutinib; Merck: Respiration; AIT, Dulera, Nasonex, Singular, Zenhale

**Number of Accounts lost:** 2  
**Services:** HCP promotion, DTP promotion, global marketing, strategic planning, interactive marketing, branding, sales training

**New Hire Detail:** Frank Nestola, EVP, Group Management Director; William Peebles, VP, Account Group Supervisor; Jill Friedlander, VP, Account Supervisor; Jeff Hack, VP, Creative Director

**Offices:** Draftfcb Healthcare, NeON

**Divisions:** dDFCB, digital, creative, and production (video and motion graphics and CLM-closed loop marketing); Mosaic, managed markets; ProHealth, medical education

---

**Asgard Communications**  
14 Knolls Road  
Bloomingdale, NJ 07403  
Phone: 973-838-4042  
Fax: 973-838-8534  
E-mail: asaintj@optonline.net  
Founded: 2001  
**Officers:** Al Saint Jacques, Owner

**2011 Gross Income:** Under $5 million  
**Full-time Employees:** 2 (2011) 2 (2010)

**Services:** Freelance medical editing and writing as well as consultation in medical publishing, agency work, and marketing projects.

---

**Awaken Interactive**  
101 Pacifica, Suite 150  
Irvine, CA 92618  
Phone: 949-788-1750  
Fax: 949-788-1751  
E-mail: info@awakeninteractive.com  
Web: www.awakeninteractive.com  
Founded: 2008  
**2011 Gross Income:** Under $5 million
Beacon Healthcare Communications
135 Route 202/206
Bedminster, NJ 07920
Phone: 908-781-2600
Fax: 908-781-1924
E-mail: alee@beaconhc.com
Web: www.beaconhc.com
Founded: 2001
Officers: John Puglisi, President; Tim Millas, Managing Partner/Chief Creative Officer; Adrienne Lee, Executive Managing Director; Bob Grif- fith, Managing Director of Strategic Initiatives; Melissa Cahill, Executive Creative Director; Bruce Markewicz, Managing Director
2011 Gross Income: $10 million to $15 million
Healthcare accounts: Astellas: Managed Markets; Allergan, Restasis, Ac zone; Bioventis: Supartz; GTC Biotherapeutics: Atryn; Daiichi Sankyo: Managed Markets; Pfizer: Managed Markets; Endo Health Solutions: Managed Markets; MDVIP; Professional Relations; Walgreens: Managed Markets; Quest Diagnostics: Various Diagnostic Tests; P&G: Managed Markets
Number of Accounts gained: 5
Accounts gained: Allergan: Agency of Record, Aczone; GTC Pharma: Atryn; Daiichi Sankyo: Managed Markets; Pfizer: Managed Markets; Endo Health Solutions: Managed Markets; MDVIP; Professional Relations; Walgreens: Managed Markets; Quest Diagnostics: Various Diagnostic Tests; P&G: Managed Markets
Number of Accounts lost: 4
Healthcare accounts: AVEO Pharmaceuticals Inc./Astellas Pharmaceuticals: tivozanib; Eisai: Halaven, Oncology Pipeline; Merck Oncology: Emend, Intron A, Sylatron, Temodar, Zolinza, pipeline agents including ridaforolimus; Novartis Oncology: pasireotide, ruxolitinib, Zometa; Roche/Genentech: Rituxan
Number of Accounts lost: 1
Services: We provide an array of services to clients who market specialty brands, from Phase I to launch and beyond, including strategic planning, professional advertising and promotion, DTP programs, corporate and brand identity, pipeline branding and promotion, digital services, CRM, and market research.

Big Communications, LLC
1200 Woodward Heights
Ferndale, MI 48220
Phone: 248-246-5200
Fax: 248-246-5201
E-mail: brado@bighrm.com
Web: www.bighrm.com
Founded: 1994
Parent company: Meredith Corporation, 1716 Locust Street, Des Moines, IA 50303-3023
Officers: Brad Oleshansky, CEO & President; Greg Licholai, Chief Medical Officer; Caryl Rainey, SVP, Operations & Administration; Milad Elmir, Chief Creative Officer; Ivan Holtz, SVP, Strategic Client Development; Mike Lee, SVP, Finance
2011 Gross Income: $25 million to $40 million
Number of Accounts gained: 9
Services: BIG is a full-service integrated healthcare marketing agency that partners with pharmaceutical, biotech and device companies, insurers, and healthcare interests to ensure sales forces are trained, healthcare providers are informed, and patients have the support they need to lead healthier lives.

Biolumina
75 Varick Street, 10th Floor
New York, NY 10013
Phone: 646-364-1500
Fax: 646-364-1600
E-mail: ajeson@biolumina.com
Web: www.biolumina.com
Founded: 2008
Parent company: Omnicom Group Inc, 437 Madison Avenue, New York, NY 10022
Officers: Ty Curran, CEO; Charles Domanay, EVP COO & CFO; Ane Jones, SVP Managing Director; Diane Iler-Smith, SVP Creative Direc- tor/Copy; Kyle Grazia, SVP Creative Director/Art; Alaina Mendoza, SVP Director of Strategic Planning
Full-time Employees: 110 (2011) 100 (2010)
U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional print ads</td>
<td>15%</td>
</tr>
<tr>
<td>Sales materials</td>
<td>40</td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>35</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>20</td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>5</td>
</tr>
</tbody>
</table>

Healthcare accounts: AVEO Pharmaceuticals Inc./Astellas Pharmaceuticals: tivozanib; Eisai: Halaven, Oncology Pipeline; Merck Oncology: Emend, Intron A, Sylatron, Temodar, Zolinza, pipeline agents including ridaforolimus; Novartis Oncology: pasireotide, ruxolitinib, Zometa; Roche/Genentech: Rituxan

New Hire Detail: Matt Potter, SVP Management Supervisor; Danielle Cranwell, SVP Management Supervisor; Damien Townsend, SVP Management Supervisor

Featured Work: Description: In its first advertising campaign, Biolumina conveys its passion for making specialty brands flourish. The logo icon comes to life within a neuronal network, representing idea generation fueled by a love for specialty brands. The headline speaks to the fresh ideas that stem from a drive for brand success.

Creative/account team: Kyle Grazia, Creative Director/Art; Diane Iler-Smith, Creative Director/Copy; Kathryn DeMarco, Copy Supervisor
Why this ad is special: The “Powered by Passion” journal ad captures the enthusiasm of Biolumina for specialty brands. Thinking differently and passionately is embedded in the agency’s values and culture. The energetic environment of the ad reflects the vibe that can actually be felt throughout agency.

mm-online.com | JULY 2012 | MM&M 185
Blue Diesel

480 Olde Worthington Road, Suite 202
Westerville, OH 43082
Phone: 614-540-4226
Fax: 614-540-3195
E-mail: info@bluediesel.com
Web: www.bluediesel.com
Founded: 1995
Parent company: inVentiv Health, 1 Van de Graaff Drive, Burlington, MA 01803
Officers: Andy Crawford, EVP Managing Director Operations; Paul Miller, EVP Managing Director Client Development; Joel Gerber, SVP Technology; Dave Grillo, SVP Creative Director; Amy Hutnik, SVP Client Services; Scott Holley, VP Strategy & Planning
2011 Gross Income: $15 million to $25 million
Healthcare accounts: Astellas: Amevive, Protopic, Vesicare; AstraZeneca: Kom-biglyze XR, Onglyza; Bayer: Betaseron, Kogenate; Bristol-Myers Squibb: Erbitux, Sprycel, Kom-biglyze XR, Onglyza; Endo Pharmaceuticals: Fortesta Gel, Frova, Lidoderm Patch, Opana ER, Supprelin Gel, Vantas, Valstar; Merck: Animal Health; Valeant: Zovirax; Zimmer, Inc.: Universal Bone Saw
Number of Accounts gained: 1
Innovations; Phoenix Marketing Solutions mHealth Solutions: DiabetesManager
Accounts gained:
Number of Accounts gained: 1
Innovations; Phoenix Marketing Solutions mHealth Solutions: DiabetesManager; GlaxoSmithKline: Health Managementing Information Management, Diabetes Portfolio Lifecycle Management; AT&T Novo Nordisk: Tr ade, Diabetes Education Program, Prescrib-
ing Healthcare accounts:
2011 Gross Income: $40 million to $65 million
U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional print ads</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>Sales materials</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Consumer print ads</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Consumer broadcast</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Consumer digital/web ads</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Public relations</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>

Healthcare accounts: Amgen, Boston Scientific, Cytomedia, Edwards Lifesciences, HCPro, Helix Medical, Life Technologies, Meals to Heal, Mitsubishi Tanabe Pharma America, Philips-Medisize, PMD Healthcare, Queen of the Valley Medical Center

BVK

250 W. Coventry Court, #300
Milwaukee, WI 53217
Phone: 414-228-1990
Fax: 414-228-7561
Web: www.bvk.com
Founded: 1984
Officers: Michael Voss, President & CEO; David Kelly, VP, Media Director; Gary Mueller, Managing Partner; Joel English, Managing Partner; Bre Stasiak, Managing Partner
2011 Gross Income: $40 million to $65 million
Full-time Employees: 168 (2011)
Healthcare accounts: Alegent Health, Avera Health System, Baystate Health System, Lifebridge Health, Little Company of Mary Hospital and Health Care Centers, Memorial Health System, Mount Carmel Health System, National Research Corporation, Oklahoma University Medical & Children’s Hospital, Oklahoma University Physicians, Prairie Heart Institute, Saint Luke’s Health System, St. John’s Hospital, St. Joseph Health System-Orange County, United Health Services, Elsevier, Pfizer Illinois/Wisconsin, Specialty Silicone Fabricators
Number of Accounts gained: 4
Number of Accounts lost: 1
Services: BKV is an integrated full-service agency specializing in uncovering insights via qualitative market research/focus groups; extensive data analytical capabilities; brand strategy, communication plan development and execution; traditional/online and social media; and award winning creative teams.
Offices: Miami, Chicago, Kansas City, Tampa
Divisions: Healthcare, Education, Travel

BrainWorks Communications, LLC

726 Braeburn Lane
Penn Valley, PA 19072
Phone: 888-220-2509
Fax: 866-387-3848
E-mail: thesolution@brainworkscom.com
Web: www.brainworkscom.com
Founded: 2002
Officers: Michael Wright, Senior Partner; Andrew C. Murphy, Senior Partner; Traci Montemurro, Senior Partner
2011 Gross Income: Under $5 million
Full-time Employees: 3 (2011) 3 (2010)
Healthcare accounts: Novo Nordisk: Trade, Diabetes Education Program, Prescribing Information Management, Diabetes Portfolio Lifecycle Management; AT&T mHealth Solutions: DiabetesManager, GlaxoSmithKline: Health Management Innovations; Phoenix Marketing Solutions
Number of Accounts gained: 1
Accounts gained: AT&T mHealth Solutions: DiabetesManager
Services: Full creative in all media, account service
Cadient Group
2520 Renaissance Boulevard, Suite 100
King of Prussia, PA 19406
Phone: 484-351-2800
Fax: 484-351-2900
E-mail: info@cadient.com
Web: www.cadient.com
Founded: 2002
Officers: Stephen Wray, President & CEO; Charles Walker, Chief Operating Officer; Bryan Hill, Chief Technology Officer; Barry Winn, VP of Customer Solutions & Marketing; Mark Bogas, VP of Finance; Chad Naphegyi, Executive Director, Organizational & Systems Development
2011 Gross Income: $15 million to $25 million
Full-time Employees: 122 (2011) 120 (2010)

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital agency services</td>
<td>75%</td>
<td></td>
</tr>
<tr>
<td>Technology-enable solutions</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Strategic consulting services</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

Number of Accounts gained: 10
Accounts gained: 10 new accounts were won during 2011; Five were brand assignments in the following therapeutic areas: diabetes (consumer AOR), cosmetic dermatology (consumer and professional AOR), men’s health (digital AOR), immunology (HCP AOR) and cardiovascular medicine (consumer and HCP AOR). In addition to the brand account wins, five enterprise-level technology platform assignments (three global marketing platforms, one US related to the launch of sales force Content Management portal, along with a reimbursement, analytics support platform development assignment) were won in 2011. Numerous account-level expansions (for mobile and social program development, iPad/tablet content development, ePublications design and REMS support) were incremental new assignments that helped to enhance our role as commercial innovation partners with existing customers.

Number of Accounts lost: 2

Services: Cadient Group offers digital agency services, strategic consulting, and technology-enabled solutions to life-sciences customers. Services and solutions include launch planning, social/mobile integration, content/user experience development, media planning, and insights-based business intelligence.

Offices: 1180 Avenue of the Americas, 19th Floor, New York, NY 10036

CAHG
211 E. Chicago Avenue, Suite 1600
Chicago, IL 60611
Phone: 312-664-5310
Fax: 312-649-7232
E-mail: marketmovingideas@cahg.com
Web: www.cahg.com
Founded: 1962
Parent company: Omnicom Group, 437 Madison Avenue #2, New York, NY 10017

CDM New York
220 East 42nd Street
New York, NY, 10017
Phone: 212-407-9300
E-mail: kbarich@cdmny.com
Web: www.cdmny.com
Founded: 1984
Parent company: Omnicom Group, 437 Madison Avenue #2, New York, NY 10017

CDM Princeton
210 Carnegie Center, Suite 200
Princeton, NJ 08540
Phone: 609-936-5600
E-mail: CBiros@cdmworldagency.com
Web: www.cdmprinceton.com

Cambridge BioMarketing
245 First Street, 12th Floor
Cambridge, MA 02142
Phone: 617-225-0001
Fax: 617-225-0988
E-mail: info@cambridgebmg.com
Web: www.cambridgebmg.com
Founded: 2002
Officers: Steve West, CEO; Maureen Franco, Partner, Chief Strategy

Healthcare accounts: Abbott Vascular: MitraClip; Alexion Pharmaceuticals: Asfotase Alpha; Amylin Pharmaceuticals: Metreleptin; Genzyme: Fabrazyme, Thyrogen, Thymoglobin, Rare Disease Franchise; Inspiration Biopharmaceuticals: Ixinity, OBI-1, Corporate; Millennium: The Takeda Oncology Company: Corporate; PTC Therapeutics: Ataluren; Sanofi: Renvela, Sepafolin; Together Rx Access: prescription savings program; Tolerx: Otelixizumab

Number of Accounts gained: 10
Accounts gained: Abbott Vascular: MitraClip; Alexion Pharmaceuticals: Asfotase Alpha; Amylin Pharmaceuticals: Metreleptin; PTC Therapeutics: Ataluren

New Hire Detail: Maureen Franco, Partner, Chief Strategy Officer
The CementBloc
641 Sixth Avenue, Fifth Floor
New York, NY 10011
Phone: 212-524-6200
Fax: 212-524-6299
E-mail: jwmatthews@thecementbloc.com
Web: www.thecementbloc.com
Founded: 2000
Officers: Susan Miller Viray, Founding Partner; Rico Viray, Founding Partner; Jennifer Matthews, Managing Partner; Elizabeth Ellenbein, Partner; Stephanie Berman, Partner; Barbara Patchefsky, Partner; Kim Johnson, Partner; Art Chavez, Partner; Alan Posner, EVP; CFO; Jackie Sanders, EVP, Business Development; Dan Sontupe, SVP, Managed Markets; Dr. Carla Hundt, SVP, Medical Strategy; Eric Fink, SVP, Account Planning; Ira Haimowitz, EVP, Intelligence & Analytics; Pro Bose, SVP, Channel Strategy, UX
2011 Gross Income: $40 million to $65 million
Full-time Employees: 175 (2011) 143 (2010)
Healthcare accounts: Actavis Group; Feverall; Astellas Pharma US Inc.; Zogenix; Sunavel DosePro; Bristol-Myers Squibb Co.; Pfizer Inc.; Apixaban; Bristol-Myers/ AstraZeneca: Dagapilifloxin, Onglyza, Kombiglyze XR; Celgene Corp.; Abrazane, Depomed Inc.; Ferring Pharmaceuticals; Fertility Portfolio; Gralise; Genzyme Corp.; Mozobil; GlaxoSmiithKline Oncology; Votrient; Intercell; Ixario; Kadmon: RibaPak; Novartis Oncology: Afinitor; Novartis Vaccines: Fluvirin, Ixario, Menveo, RabAvert; Johnson & Johnson: Health & Wellness; Kadmon: RibaPak; Pfizer Animal Health; Pork Franchise; Salix Pharmaceuticals Ltd.; Apriso, Giazo, MoviPrep, OsmoPrep; Swedish Orphan Biovitrum; Kepivance, Kineret; UCB Pharma Inc.; Cimzia
Number of Accounts gained: 12
Accounts gained: Bristol-Myers/AstraZeneca: Dagapilifloxin, Onglyza, Kombiglyze XR, BTG; Varizolve; GlaxoSmiithKline Oncology; Votrient; Ferring Pharmaceuticals: Fertility Portfolio; Intercell; Ixario; Johnson & Johnson: Health & Wellness; Kadmon: RibaPak; Novartis Vaccines: Menveo; Pfizer Animal Health: Pork franchise; UCB: CIMZIA global
Number of Accounts lost: 1
Accounts lost: Novartis: Gilenya, Extavia
Services: Healthcare and wellness advertising, strategic planning, medical and scientific affairs, HCP/patient/consumer promotion, intelligence and analytics, access and reimbursement, digital and multichannel, PRM/CLM and CRM, global branding
New Hire Detail: Art Chavez, Partner; Stella Zawistowski, SVP, ACD, Copy; Stephen Sudovar, SVP, Group Account Director; Eric Fink, SVP, Director, Account Planning; Steven Hebert, Creative Director, Copy; Juan Gallardo, SVP, Creative Director, Digital; Lou Massai, Creative Director, Art; Greg Mellas, SVP, Group Account Director; Carla Hundt, SVP, Group Medical Director

Centron
90 5th Avenue, 9th and 10th Floor
New York, NY 10011
Phone: 646-722-8900
Fax: 646-722-8988
E-mail: centron@centroncom.com
Web: www.centroncom.com
Founded: 2006
Parent company: HealthSTAR Communications, Inc, 1000 Wyckoff Avenue, Mahwah, NJ 07430
Officers: Marcia McLaughlin, President/CEO; Michael Metelenis, Chief Creative Officer; Maria Fusolo, EVP, Managing Director; Madeleine Gold, EVP, Managing Director; Letty Albarran, EVP, Creative Director; Frederick Rescott, EVP, Creative Director; Brian Schwartz, SVP, Director of Operations; Don Hov, CFO
2011 Gross Income: $15 million to $25 million
Full-time Employees: 70 (2011) 80 (2010)
U.S. billings breakdown by media/source 2011 2010
Promotional medical education 20% 20%
Advertising 80 80
Promotional medical education 20
Healthcare accounts: Abbott: Men’s Health Franchise; AstraZeneca: Vimovo; Bayer Pharmaceuticals/Onyx: Nexavar; CareFusion Corporation: Chloramphenicol; Daichi Sankyo Co., Ltd.: Cardiovascular Franchise; Depomed, Inc.: Gralise; Eisai Inc.: Aloxi; Dacogen, Fragmin, Gliadel, Ontak; Forest Laboratories, Inc.: Daliresp, Cariprazine; Genta: Genasense; OrpharPharma, Inc.: Arestin; Seaside Therapeutics: STX209/STX107; Shionogi Inc.: Osopemifene, Prenate; Vertex Pharmaceuticals: Incivek
Number of Accounts gained: 10
Accounts gained: AstraZeneca: Seroquel XR, Vimovo; Bayer/Onyx: Nexavar; Cephalon: Actiq/Fentora REMS program; Daichi Sankyo: Welchol, Hypertension Franchise; Depomed: Gralise; Eisai: Neuroscience Franchise, Corporate Communications; Merz: Naftin 2% cream, Naftin 3% gel, Aluvea, Aqua Glycolic Shampoo/Lotion; OraPharma: Arestin; Shionogi: Prenate, Osopemifene; Vertex: Pharmaceuticals, Incivek
Number of Accounts lost: 1
Accounts lost: Dey; Emsam
Services: CENTRON provides the following services in-house, including account services, creative, branding, advertising, production, media, relationship marketing, strategic consultation, consumer marketing, interactive marketing, promotional media education, pub planning, KOL development, and ad boards.

Chandler Chicco Companies
450 West 15th Street, Suite 700
New York, NY 10011
Phone: 212-229-8400
Fax: 212-229-8496
E-mail: info@chandlerchiccocompanies.com
Web: www.chandlerchiccocompanies.com
Founded: 1995
Parent company: inVentiv Health, 1 Van de Graaff Drive, Burlington, MA 01803
Officers: Paul Meister, CEO, inVentiv Health; Robert Chandler, President & CEO, Chandler Chicco Companies
2011 Gross Income: $65 million to $100 million
Services: Public relations, digital and social media, medical and scientific education, marketing and branding, graphic design and multi-media, event production, and research and measurement
Offices: Los Angeles: Washington, DC
Divisions: Allidura Consumer; Biosector 2; Brandtectonics; Chamberlain Healthcare PR; Chandler Chicco Agency; Chandler Chicco Productions; Determinus; Haas & Health Partner PR; Ingenda Communications; Litmus Medical Marketing & Education; nition Design; SanCom Creative Communications Solutions; SharedVoice PR; Verstone Digital
closerlook, inc.
212 W. Superior, Suite 300
Chicago, IL 60654
Phone: 312-640-3700
Fax: 312-640-3750
E-mail: emitchell@closerlook.com
Web: www.closerlook.com
Founded: 1987
Officers: David Ormsher, CEO; Jon Sawyer, Principal
2011 Gross Income: $10 million to $15 million
Full-time Employees: 49 (2011) 45 (2010)
U.S. billings breakdown by media/source
<table>
<thead>
<tr>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital/web/mobile</td>
<td>100%</td>
</tr>
</tbody>
</table>


Services: Our team combine the best thinking with the best talent to deliver: marketing-communications strategy, internet and technology development, interactive and print design, content development and motion media.

New Hire Detail: Pete Clancy, Director of Strategy

FEATURED WORK
ULORICRx.com is a physician relationship-marketing Website with acquisition and retention campaigns and tactics. As lead ULORIC relationship-marketing and digital agency, we also manage all tracking, reporting and analytics for the program. This site contains a large amount of sales force integration including reporting and acquisition and retention tactics.

Creative/account team: Allison Davis, Nikkie Jones, Tyler Uteg, Dave Reidy, Jon Sarmiento, Ryan Kasner, Jaii Beckley, Autumn Pierce, Sheau Hui Ching

CMI/Compass
2200 Renaissance Boulevard, Suite 160
King of Prussia, PA 19406
Phone: 484-322-0880
Fax: 484-322-0888
Web: www.cmi2.com
Founded: 1989
Officers: Stan Woodland, CEO; Ken Jones, Managing Partner; James Woodland, Chief Operating Officer; Susan Dorfman, Chief Marketing & Innovation Officer; John Donovan, Chief Financial Officer; Nicole Woodland DeVan, Senior VP, Buying Services & Deliverables; Mike Miller, Senior VP, Healthcare & Clinical Content Services; Nancy Logue, Senior Director, Human Resources
2011 Gross Income: $15 million to $25 million

Healthcare accounts: Abbott (all divisions), Amgen, Amylin, Astellas, AstraZeneca, Bayer, Boehringer Ingelheim, Calpis, Cephalon, EKR Therapeutics, Lilly, J&J, Genzyme, Gilead, GSK, Medica, Medics, P&G, Shire, Takeda, Teva, Zimmer

Number of Accounts gained: 17

Services: Media buying, media planning, search marketing, research and analytics, design, information technology

New Hire Detail: Karen Lichtig, SVP, Media Director; Calvin Butts, VP, Strategic Services; Carly Kuper, VP, Strategic Marketing & Corporate Communications

Offices: Pennsauken, NJ; Philadelphia PA; New York, NY

Divisions: Consumer, HCP Search, Analytics

Compass Healthcare Marketers
200 Princeton South Corporate Center, Suite 320
Ewing, NJ 08628
Phone: 609-688-8440
Fax: 609-688-8399
E-mail: info@compasshc.com
Founded: 2003
Officers: Peter H. Nalen, President/CEO; Kristin M. Keller, Executive VP; Trista Walker, VP, Operations; Stephanie Maier, Associate Director, Operations; John Siemienksi, Director, Technology; Michael Ward, Creative Director; Justin Mathews, Director, Account Services; Abey Abraham, Director, Project Management

2011 Gross Income: $5 million to $10 million

Healthcare accounts: Actelion Pharmaceuticals US, Inc.; Ventavis, Vetret, Tracleer, Zavesca; Prometheus, Inc.: Proleukin; Corcept Therapeutics: Korlym; Upsher-Smith Laboratories, Inc.: Intranasal midazolam (Artemis 1); Raptor Pharmaceutical Corporation: Cysteamine bitartrate (RP-103); Santarus, Inc.: Glumetza, Cycloset, Uceris, Rhucin; Chelsea Therapeutics, Inc.: Northera; Ipsen Biopharmaceuticals, Inc.: Somatuline Depot, Inrelex; Jazz Pharmaceuticals Plc.: Elestrin; Orphan Europe: Carbaglu

Number of Accounts gained: 6

Accounts gained: Santarus, Inc.: Uceris, Rhucin; Corcept Therapeutics: Korlym; Upsher-Smith Laboratories, Inc.: Intranasal midazolam (Artemis 1); Raptor Pharmaceutical Corporation: Cysteamine bitartrate (RP-103); Chelsea Therapeutics, Inc.: Northera

Number of Accounts lost: 2

Accounts lost: Dey Pharma, L.P.: Perforomist; Baxter Healthcare Corporation: Feiba

Services: Interactive marketing, patient branding, patient programs, research, strategy and analytics, community engagement and social media

New Hire Detail: Julia Off, Associate Director, Strategy

Offices: Compass Healthcare Marketers - WEST, 300 Montgomery Street, Suite 206, San Francisco, CA 94104

Concentric Pharma Advertising
175 Varick Street, 9th Floor
New York, NY 10014
Phone: 212-633-9700
Fax: 212-675-2209
E-mail: info@concentricpharma.com
Web: www.concentricpharma.com
Founded: 2002

mmm-online.com | JULY 2012 | MM&M 189
Core Create/Brandkarma
100 Franklin Square Drive, Suite 201
Somerset, NJ 08873
Phone: 732-748-0661
Fax: 732-748-0430
E-mail: info@brandkarma.org
Web: www.brandkarma.org

Founded: 1991
Parent company: The Core Nation, 100 Franklin Square Drive, Suite 201, Somerset, NJ 08873
Officers: Ken Ribotsky, President & Chief Executive Officer; Dorene Weisenstein, Executive Vice President & Chief Creative Officer; Devon Malecki, MD, Senior Vice President, Medical & Brand Strategy; Ken Kramer, PhD, Senior Vice President & Medical Director; Gicell Schaenzler, Vice President & Director of Client Services; & Paul Moorcroft, Group Financial Controller

2011 Gross Income: $5 million to $10 million

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional print ads</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Sales materials</td>
<td>50%</td>
<td>40%</td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>Public relations</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Healthcare accounts: Watson Pharmaceuticals: Genique; ZymoGenetics: Reco-throm; Ortho Dermatologics: Blafine, Ertaczo; Genzyme: Myozyme, Lumizyme; Providence Speech & Hearing; Corporate; American Cancer Society: Great American Smokeout; Bracco Diagnostics: RSDL; Prometheus Laboratories: Crohn’s Prognostic, Monitor IFX, Lotronex; Valeant Pharmaceuticals: Dr. LeWinn by Kin-erase, CeraVe; Intellectual Ventures: Corporate; Ventus Medical: Provent Therapy; AcelRx: New Product; Cadence: Olfirmev; SkinMedica: Skin Care Line
Number of Accounts gained: 5

Accts gained: SkinMedica: Skin Care Line; Ventus Medical: Provent Therapy; Cadence: Olfirmev; Prometheus Laboratories: Monitor IFX, and AcelRx: New Product.

Services: Brand development, advertising and promotion, medical communica-tions, consumer and patient communications, Web development, digital programs, online marketing, iPad application development, and public relations.

New Hire Detail: Gicell Schaenzler, Vice President & Director of Client Services, was hired on December 19, 2011. Ken Camastro, Creative Director of Art, was hired on May 21, 2012.

Officers: Brandkarma, LLC, 17992 Mitchell South, Suite 200, Irvine, CA 92614
Divisions: Alpha & Omega Worldwide, LLC

Cramer
425 University Avenue
Norwood, MA 02062
Phone: 781-278-2300
Fax: 781-278-8464
E-mail: marketing@cramer.com
Web: www.cramer.com

Founded: 1982
Officers: Tom Martin, CEO; Rich Sturchio, President; Darren Ross, EVP-Solutions; Ann Cave, EVP-Business Development & Account Services; Tim Martin, Executive Vice President, Operations; Julie Walker, RN, Executive Vice President, Corporate Development; T.J. Martin, Executive Vice President, Managing Director; Derrick Wood, SVP-Creative Services
2011 Gross Income: $5 million to $15 million

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital marketing</td>
<td>65%</td>
<td>70%</td>
</tr>
<tr>
<td>Event production</td>
<td>35%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Healthcare accounts: Siemens Healthcare, MAMMOMAT Inspiration; EMD Serono, Rebif; Ariad, Ariad Chronic Myeloid Leukemia (CML) Response Tracker; Frese-nius Medical, Kidney Dialysis; BG Medicine, Galectin-3; CTCA (Cancer Treatment Center of America), Outreach to recently diagnosed cancer patients; Plus 22 other healthcare clients
Number of Accounts gained: 5

Services: Cramer is a leading creative marketing agency focused on engaging audiences both face-to-face and online. We liberate clients from the confines of linear marketing with our ability to fuse creativity, technology and quality content to tell brand stories that enable teams, launch products, and build relationships.

New Hire Detail: Zach Nelson, VP-Strategy Services & Marketing; David Bierut, Senior Director, Digital Strategy and Analytics; Chris Nugent, Marketing Director

DDB Worldwide
437 Madison Avenue
New York, NY 10022
Phone: 212-415-2168
Web: www.ddbhealthgroup.com

DevicePharm, Inc.
2100 Main Street, Suite 250
Irvine, CA 92677
Phone: 949-271-1180
Fax: 949-271-1198
E-mail: info@DevicePharm.com
Web: www.DevicePharm.com

Founded: 2002
Officers: Clay Wilemon, CEO & Chief Strategy Officer; Jon Hermie, President
2011 Gross Income: $10 million to $15 million
Full-time Employees: 23 (2011) 22 (2010)

Healthcare accounts: Serves over 30 healthcare clients including: Abbott Medical Optics, Abbott Molecular, Avantis Medical Systems, Baxter Biosurgery, Cianna Medical, Endologix, EPIC Diagnostics, St. Jude Medical, Tenex Health
Number of Accounts gained: 6

Services: Marketing strategy and planning, brand development, product launches, digital and interactive media, Web design, online medical education, digital selling applications, multimedia production, advertising, direct marketing, DTC, PTC, patient education, trade show promotion

FEATURED WORK
Description: 2012 RECOThROM Print Campaign
DiD
424 S. Bethlehem Pike
Ft. Washington, PA 19034
Phone: 215-619-8650
Fax: 215-283-6005
E-mail: contact@directid.net
Web: www.directid.com
Founded: 2004
Officers: Rick Sannem, Partner; Peter Kenney, Partner; Patty Henhoeffer, Managing Director
2011 Gross Income: $5 million to $10 million
Dyntime: Production Team: Patty Henhoeffer, Managing Director; Melissa Slida-Allen, Executive Producer; Lindsay Dearing, Managing Producer; Ryan Dennis, Associate Managing Producer
Why this ad is special: Creatively the vignettes were created with a unique, hand-drawn visual style so to make them stand out within search windows. The background settings were chosen to make the mother feel at home. Finally, the scripts were written with deep insight into what relief young mothers are searching for and how they phrase their searches.

Digitas Health
100 Penn Square East, 11th Floor
Philadelphia, PA 19107
Phone: 215-545-4444
Fax: 215-544-440
E-mail: info@digitashealth.com
Web: www.digitashealth.com
Founded: 2007
Parent company: Publicis Healthcare Communications Group, 1675 Broadway, 8th Floor, New York, NY 10019
Officers: Alexandra von Plato, President & Global Chief Creative Officer; Michael du Toit, President; Matt McNally, EVP, Global Chief Media Officer; Michael Golub, MD, Chief Medical Officer
2011 Gross Income: More than $100 million

Healthcare accounts: Abbott, AstraZeneca, Amgen, athenahealth, Bristol-Myers Squibb, Forest, Ironwood, Genzyme, Gilead, GlaxoSmithKline, International Osteoporosis Foundation, Novartis, Novo Nordisk, Pfizer, Sanofi, Shire, Target, UCB
Number of Accounts gained: 14
Number of Accounts lost: 1
Services: Brand agency of record - all channels; digital media agency of record; global marketing technology platforms

New Hire Detail: Tim Pantello as SVP, Head of Marketing; Pete Walker as SVP, Head of Technology; Geoff McCleary as VP/Group Director, Mobile Innovation
Offices: New York
Dinisions: Digitas Health EU (London)

Draftfcb Healthcare
100 West 33rd Street
New York, NY 10001
Phone: 212-672-2300
Fax: 212-672-2301
E-mail: Draftfcb.CorporateCommunications@draftfcb.com
Web: www.draftfcbhealthcare.com
Founded: 1977
Parent company: Interpublic Group of Companies, 1114 Avenue of the Americas, New York, NY 10036
Officers: Dana Maiman, CEO & President, Draftfcb Healthcare/CEO Draftfcb New York; Rich Levy, EVP, Chief Creative Officer, Draftfcb Healthcare; Linda Wu, EVP, Chief Operating Officer; Carl Sherman, EVP, CFO, Draftfcb Healthcare; Lisa Dujat, SVP, Chief HR Officer; Tom Domanico, Chairman Emeritus, Draftfcb Healthcare
2011 Gross Income: More than $100 million
Healthcare accounts: Boehringer Ingelheim: BIBF; Boehringer Ingelheim/Pfizer: Spiriva; Bristol-Myers Squibb Co: BMS; OSI Pharmaceuticals: Tyebrer/Tyverb; GSK; Iroko: Nano diclofenac; Lilly: Amyvid, Solanezumab; Medimmune Inc.: FluMist, Synagis; Medtronic Inc.: Diabetics Product Therapies Family, Spinal & Orthopedic Products & Therapies; Novartis: Amturndie, Illaris, Silenya, Tekamlo, Tekturna; PerkinElmer: NTD Labs, ViaCorD: Pfizer: Etratolin; TEVA: Plan B, Nuvigil; Vivus: Qnexa, Stendra

Number of Accounts gained: 11

Services: Analytics, branding/logo development, convention, DTC/DTCP, eRM, office marketing, life-cycle management, managed care, MOA videos, media, medical education, mobile marketing, premarket conditioning, professional advertising, rep training, SEM/SEO, social media monitoring, starter kits, strategic planning/marketing research, Website

New Hire Detail: Janis Cohen, EVP, Managing Director
Offices: AREA 23, NeON
Divisions: dDFCB, digital strategy, creative, and production, video and motion graphics; Mosaic, managed markets; ProHealth, medical education

It’s a campaign that demands attention and captures interest. The images are meant to help people, but they’re also there to bring a bit of empathetic humor to the subject. After seeing the print ad, people living with COPD should come to the conclusion that it’s absurd to live with the situation when there’s something you can do about it. Thanks to SPIRIVA, the print ad will show these COPD patients, it can be easier to live with COPD. And that can be like a weight off their chests.

Dudnyk
5 Walnut Grove Drive, Suite 280
Horsham, PA 19044
Phone: 215-443-9406
Fax: 267-532-1021
E-mail: fpowers@dudnyk.com
Web: www.Dudnyk.com
Founded: 1993
Officers: Frank X. Powers, President; Christopher Tobias, PhD, EVP, Chief Scientific Officer & Director of Business Development; Barry Schmader, EVP, Chief Creative Officer; Drew Desjardins, SVP, Strategic Planning & Account Management; Scott Greisler, SVP, General Manager, San Diego; Becky Bodenner, SVP, Creative Director; Ellen Schneider, VP, Professional Services
2011 Gross Income: $10 million to $15 million
Full-time Employees: 63 (2011) 60 (2010)

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional print ads</td>
<td>20%</td>
</tr>
<tr>
<td>Sales materials</td>
<td>20</td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>30</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>15</td>
</tr>
<tr>
<td>Managed care</td>
<td>15</td>
</tr>
<tr>
<td>Media planning</td>
<td>3</td>
</tr>
<tr>
<td>DTC/DTCP</td>
<td>24</td>
</tr>
</tbody>
</table>

Healthcare accounts: AstraZeneca; Carticept Medical; Chelsea Therapeutics; Dentsply Pharmaceutical; Dentsply Professional; Endo Pharmaceuticals; Medtronic Diabetes; Merck & Co.; OSI Pharmaceuticals; ViroPharma Incorporated
Number of Accounts gained: 5
Accounts gained: Medtronic Diabetes; Endo Pharmaceuticals; Chelsea Therapeutics; ViroPharma, US Professional; Carticept Medical
Number of Accounts lost: 3
Accounts lost: AMAG Pharmaceuticals: Feraheme (Resigned); Inspire Pharmaceuticals; Medtronic Diabetes; Merck & Co.; OSI Pharmaceuticals; ViroPharma Incorporated

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional print ads</td>
<td>30%</td>
</tr>
<tr>
<td>Sales materials</td>
<td>20</td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>35</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>25</td>
</tr>
<tr>
<td>Managed care</td>
<td>10</td>
</tr>
<tr>
<td>Media planning</td>
<td>10</td>
</tr>
<tr>
<td>DTC/DTCP</td>
<td>24</td>
</tr>
</tbody>
</table>

Healthcare accounts: Boehringer Ingelheim: BIBF; Boehringer Ingelheim/Pfizer: Spiriva; Bristol-Myers Squibb Co: BMS; OSI Pharmaceuticals: Tyebrer/Tyverb; GSK; Iroko: Nano diclofenac; Lilly: Amyvid, Solanezumab; Medimmune Inc.: FluMist, Synagis; Medtronic Inc.: Diabetics Product Therapies Family, Spinal & Orthopedic Products & Therapies; Novartis: Amturndie, Illaris, Silenya, Tekamlo, Tekturna; PerkinElmer: NTD Labs, ViaCorD: Pfizer: Etratolin; TEVA: Plan B, Nuvigil; Vivus: Qnexa, Stendra

New Hire Detail: Janis Cohen, EVP, Managing Director
Offices: AREA 23, NeON
Divisions: dDFCB, digital strategy, creative, and production, video and motion graphics; Mosaic, managed markets; ProHealth, medical education

FEATURED WORK
Description: Untreated HAE patients can experience anywhere from 20 to 100 days of incapacitation a year due to HAE attacks. We found the debilitating nature of the attacks and the emotional impact of anticipation to be the unique insight necessary to communicate the importance of prevention with CINRYZE.

Creative/account team: Barry Schmader, EVP, Chief Creative Officer; Laurie Bartolomeo, Creative Director, Copy; John Kemble, Creative Director, Art; Hilary Usalis, Account Supervisor
Media team: In-house

Why this ad is special: Untreated HAE patients can experience anywhere from 20 to 100 days of incapacitation a year due to HAE attacks. We found the debilitating nature of the attacks and the emotional impact of anticipation to be the unique insight necessary to communicate the importance of prevention with CINRYZE.
DWA Healthcare Communications Group
630 W. Carmel Drive, Suite 200
Carmel, IN 46032
Phone: 317-208-3600
Fax: 317-208-3650
E-mail: info@dwahecg.com
Web: www.dwahecg.com
Founded: 1994
Officers: Deborah B. Wood, MFA, Chief Executive Officer; DWA Healthcare Communications Group; William L. Brooks, MSSM, Chief Operating Officer, DWA Healthcare Communications Group; Kevin Hanne, CPA, Chief Financial Officer, DWA Healthcare Communications Group; Monica Nelson, CPA, Vice President of Accounting, DWA Healthcare Communications Group; Leslie Doane, SPHR, Executive Director, Human Resources & Corporate Compliance, DWA Corporate Services Division; Bruce J. Bellande, PhD, FACME, CCMEP, Chief Education Officer & Chief Compliance Officer, DWA Medical Science & Education Division (MCore); Murali Gopal, MD, Chief Medical Officer, DWA Medical Science & Education Division (MCore); Eric Prouty, Chief Officer, Avant Healthcare Marketing; Tammy Prouty, Senior Vice President, Avant Healthcare Marketing
2011 Gross Income: $25 million to $40 million

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional digital/web/mobile</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>48</td>
<td>68</td>
</tr>
<tr>
<td>Strategic brand planning &amp; mgmt.</td>
<td>27</td>
<td>20</td>
</tr>
<tr>
<td>Med., scientific &amp; ed design &amp; dev.</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>Access &amp; reimbursement</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

Number of Accounts gained: 12

Services: Strategic marketing, global program services, relationship management, meeting planning services, curriculum design, medical and scientific content, research and analytics, digital and design solutions, certified medical education (through CME Enterprise)

New Hire Detail: Kevin Hanne, CPA, Chief Financial Officer, DWA Healthcare Communications Group. Kevin joined the DWA team in April 2012.

Offices: Staff resources located in Chicago, IL; Los Angeles, CA
Divisions: Avant Healthcare Marketing; CME Enterprise

Entree Health
220 E. 42nd Street
New York, NY 10017
Phone: 212-896-8000
Web: www.entreehealth.com

Euro RSCG Life 4D
200 Madison Avenue
New York, NY 10016
Phone: 212-532-1000
Fax: 212-251-8819
Web: www.eurorscglife.com/life/4d
Founded: 2009
Parent company: Havas Worldwide Health, 200 Madison Avenue, 9th Floor, New York, NY 10016
Officers: Larry Mickelberg, Partner & Chief Digital Officer; Erik Mednis, Chief Creative Office; Johanna Skilling, EVP Strategy; Barry Goldberg, SVP Operations

Services: Euro RSCG Life 4D is a next-generation health agency that uses cutting-edge digital and communications technologies to help simplify the connection between people and health.

Euro RSCG Life LM&P
200 Madison Avenue
New York, NY 10016
Phone: 212-251-7900
Fax: 212-213-0449
Web: www.eurorscglife.com/life/lmp
Founded: 1980
Parent company: Havas Worldwide Health, 200 Madison Avenue, 9th Floor, New York, NY 10016
Officers: Christine D’Appolonia, Managing Director; Cris Morton, Managing Director; Noel Castro, Chief Creative Officer; Allison Ceraso, Executive Creative Director
Full-time Employees: 180 (2011) 165 (2010)

Services: Our unique approach delivers business-building ideas through our unified team structure consisting of creative/content development, digital/channel expertise, medical education, managed markets/payor strategy, strategic planning, and medical direction.

Offices: Chicago

Euro RSCG Life MetaMax
200 Madison Avenue, 7th Floor
New York, NY 10016
Phone: 212-726-5050
Fax: 212-726-5070
Web: www.eurorscglife.com/life/metamax
Founded: 2003
Parent company: Havas Worldwide Health, 200 Madison Avenue, 9th Floor, New York, NY 10016
Officers: Marc Porter, Managing Director; Laurel Rossi, Managing Director; Diane Pencek, Director of Professional Services; David Gerson, Executive Creative Director; Sonnie Kang, EVP, Director of Client Services; Christian Pattman, EVP, Director of Client Services; Joyce Hoffman, Practice Leader Managed Markets; Liz Czerny, SVP Management Supervisor Medical Education

Services: Euro RSCG Life MetaMax are agile entrepreneurs that have a track record of delivering big ideas that go beyond the bounds of traditional thinking, taking brand success beyond customers’ expectations. We deliver real-time, relevant and truly integrated solutions for today’s marketing challenges.

Eveo Communication Group
303 Second St., South Tower, Suite 600
San Francisco, CA 94107
Phone: 415-749-6777
Phone: 415-263-8964
E-mail: contact@eveo.com
Web: www.eveo.com

DWA Healthcare Communications Group
630 W. Carmel Drive, Suite 200
Carmel, IN 46032
Phone: 317-208-3600
Fax: 317-208-3650
E-mail: info@dwahecg.com
Web: www.dwahecg.com
Founded: 1994
Officers: Deborah B. Wood, MFA, Chief Executive Officer; DWA Healthcare Communications Group; William L. Brooks, MSSM, Chief Operating Officer, DWA Healthcare Communications Group; Kevin Hanne, CPA, Chief Financial Officer, DWA Healthcare Communications Group; Monica Nelson, CPA, Vice President of Accounting, DWA Healthcare Communications Group; Leslie Doane, SPHR, Executive Director, Human Resources & Corporate Compliance, DWA Corporate Services Division; Bruce J. Bellande, PhD, FACME, CCMEP, Chief Education Officer & Chief Compliance Officer, DWA Medical Science & Education Division (MCore); Murali Gopal, MD, Chief Medical Officer, DWA Medical Science & Education Division (MCore); Eric Prouty, Chief Officer, Avant Healthcare Marketing; Tammy Prouty, Senior Vice President, Avant Healthcare Marketing
2011 Gross Income: $25 million to $40 million

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional digital/web/mobile</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>48</td>
<td>68</td>
</tr>
<tr>
<td>Strategic brand planning &amp; mgmt.</td>
<td>27</td>
<td>20</td>
</tr>
<tr>
<td>Med., scientific &amp; ed design &amp; dev.</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>Access &amp; reimbursement</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

Number of Accounts gained: 12

Services: Strategic marketing, global program services, relationship management, meeting planning services, curriculum design, medical and scientific content, research and analytics, digital and design solutions, certified medical education (through CME Enterprise)

New Hire Detail: Kevin Hanne, CPA, Chief Financial Officer, DWA Healthcare Communications Group. Kevin joined the DWA team in April 2012.

Offices: Staff resources located in Chicago, IL; Los Angeles, CA
Divisions: Avant Healthcare Marketing; CME Enterprise

Entree Health
220 E. 42nd Street
New York, NY 10017
Phone: 212-896-8000
Web: www.entreehealth.com

Euro RSCG Life 4D
200 Madison Avenue
New York, NY 10016
Phone: 212-532-1000
Fax: 212-251-8819
Web: www.eurorscglife.com/life/4d
Founded: 2009
Parent company: Havas Worldwide Health, 200 Madison Avenue, 9th Floor, New York, NY 10016
Officers: Larry Mickelberg, Partner & Chief Digital Officer; Erik Mednis, Chief Creative Office; Johanna Skilling, EVP Strategy; Barry Goldberg, SVP Operations

Services: Euro RSCG Life 4D is a next-generation health agency that uses cutting-edge digital and communications technologies to help simplify the connection between people and health.

Euro RSCG Life LM&P
200 Madison Avenue
New York, NY 10016
Phone: 212-251-7900
Fax: 212-213-0449
Web: www.eurorscglife.com/life/lmp
Founded: 1980
Parent company: Havas Worldwide Health, 200 Madison Avenue, 9th Floor, New York, NY 10016
Officers: Christine D’Appolonia, Managing Director; Cris Morton, Managing Director; Noel Castro, Chief Creative Officer; Allison Ceraso, Executive Creative Director
Full-time Employees: 180 (2011) 165 (2010)

Services: Our unique approach delivers business-building ideas through our unified team structure consisting of creative/content development, digital/channel expertise, medical education, managed markets/payor strategy, strategic planning, and medical direction.

Offices: Chicago

Euro RSCG Life MetaMax
200 Madison Avenue, 7th Floor
New York, NY 10016
Phone: 212-726-5050
Fax: 212-726-5070
Web: www.eurorscglife.com/life/metamax
Founded: 2003
Parent company: Havas Worldwide Health, 200 Madison Avenue, 9th Floor, New York, NY 10016
Officers: Marc Porter, Managing Director; Laurel Rossi, Managing Director; Diane Pencek, Director of Professional Services; David Gerson, Executive Creative Director; Sonnie Kang, EVP, Director of Client Services; Christian Pattman, EVP, Director of Client Services; Joyce Hoffman, Practice Leader Managed Markets; Liz Czerny, SVP Management Supervisor Medical Education

Services: Euro RSCG Life MetaMax are agile entrepreneurs that have a track record of delivering big ideas that go beyond the bounds of traditional thinking, taking brand success beyond customers’ expectations. We deliver real-time, relevant and truly integrated solutions for today’s marketing challenges.

Eveo Communication Group
303 Second St., South Tower, Suite 600
San Francisco, CA 94107
Phone: 415-749-6777
Phone: 415-263-8964
E-mail: contact@eveo.com
Web: www.eveo.com
evoke interaction
920 Broadway, 12th Floor
New York, NY 10010
Phone: 212-228-7200
Fax: 212-228-2156
E-mail: reid.connolly@evokeinteraction.com
Web: www.evokeinteraction.com
Founded: 2006
Parent company: Huntsworth Health, 800 Township Line Road, Yardley, PA 19067
Officers: Reid Connolly, CEO, Founder; Heather Torak, COO; Mike Denny, Managing Director, New York City; Tom Donnelly, Managing Director, Philadelphia; Chris Beaton, VP, Client Partner; Eric Daly, VP, Client Partner; Micelle Kelly, VP, Group Account Director; Ben Mallory, VP, Group Creative Director; Geoff Council, Executive Creative Director
Services: evoke is a full-service healthcare marketing agency with a heritage in digital innovation.
Offices: One South Broad Street, 13th Floor, Philadelphia, PA 19107

extrovertic
30 West 21st Street, 3rd floor
New York, NY 10010
Phone: 646-312-6000
E-mail: dorothy@extrovertic.com
Web: www.extrovertic.com
Founded: 2009
Officers: Dorothy Wetzel, CEO/Chief, Extrovert; Bill Fleming, Partner, Chief Strategy, Extrovert; Valerie Bugtai-Elias, Chief Account, Extrovert; Thomas Millar, Chief Creative, Extrovert
2011 Gross Income: $5 million to $10 million

Healthcare accounts: EMD Serono: Egrifta, Gonalf F; Pfizer: Cerenia, Pfizer Animal Health Corporate; Vertex Pharmaceuticals: Incivek
Number of Accounts gained: 5

Accounts gained: EMD Serono: Egrifta, Gonalf F; Pfizer: Cerenia, Eliquis (consulting project); Vertex Pharmaceuticals: Kalydeco (consulting project)


New Hire Detail: Extrovertic brought in two key executives. Bill Fleming joined extrovertic as a Partner, in charge of strategy and multichannel promotion, and Tom Millar came on as Chief Creative Extrovert
Offices: Extrovertic Cambridge, 162 Sidney Street, Cambridge, MA 02139, 617-225-0300

FingerPaint Marketing
The Lofts at 18 Division Street, Suite 414
Saratoga Springs, NY 12866
Phone: 518-693-6960
Fax: 518-693-6962
E-mail: info@fingerpaintmarketing.com
Web: www.fingerpaintmarketing.com
Founded: 2006
Officers: Ed Mitzen, Partner; Jaime Butler-Binley, Partner/Creative Lead; Patrick O’Shea, Partner/Account Service Lead; Andy Pyfer, Partner/Marketing Strategy

2011 Gross Income: Under $5 million

Healthcare accounts: Alimerica Sciences Inc.: Iluvien; CDPHP: Corporate; Ikarla Inc.: Inonix; Mez Aesthetics: Corporate; Astex Pharmaceuticals: Corporate; Addex Pharmaceuticals: Corporate; Jazz Pharmaceuticals: Elistrin, Gesticare DHA, Natelle One; Drake Precision Dental Laboratory: Corporate; Medicis Pharmaceutical Corporation: Ziana; Pacira Pharmaceuticals, Inc.: Corporate; Pfizer Animal Healthcare: Corporate; Pfizer Healthcare Research Group: Corporate; Purina Mills: LabDiet; Upsher-Smith Laboratories, Inc.: Prelaunch Epilepsy; Delta Marketing Dynamics; Alpha Scrip Inc.; Diamondback Drugs; Covidien: Pennsaid, Exalgo
Number of Accounts gained: 9

Accounts gained: Addex Pharmaceuticals: Corporate; Jazz Pharmaceuticals: Elistrin, Gesticare DHA, Natelle One; Drake Precision Dental Laboratory: Corporate; Medicis Pharmaceutical Corporation: Ziana; Pacira Pharmaceuticals, Inc.: Corporate; Pharmaceutical Marketing Research Group: Corporate; Pinnacle: PDT with Photofrin; Purina Mills: LabDiet; Upsher-Smith Laboratories, Inc.: Prelaunch Epilepsy

Services: Full range of strategic, branding and interactive/digital services creating solutions for B2B, consumer and pharmaceutical clients, including strategic planning, brand development, print, broadcast, direct marketing, public relations, social media, digital marketing, Web, SEM, mobile and analytics.
Offices: Wayne, PA
**Flashpoint Medica**
158 W. 29th Street, Floor 5
New York, NY 10001
Phone: 212-894-9750
Fax: 212-894-9751
E-mail: info@flashpointmedica.com
Web: www.flashpointmedica.com
Founded: 2005
Parent company: Omnicom Group Inc, 437 Madison Avenue, New York, NY 10022
 Officers: Charlene Prounis, CEO & Managing Partner; Helen Appelbaum, President & Partner; Bebe Bernstein, EVP, Director of Operations; Steve Frederick, EVP, Creative Director; Steve Witt, SVP, Creative Director; Yaron Landow, SVP, Director of Strategic Services; Nicole Johnson, SVP, Director of Digital Strategy
Full-time Employees: 75 (2011) 75 (2010)
Healthcare accounts: Acorda Pharmaceuticals, Inc; Ampyra; Angiotech; Quill; Celgene; Lifebank USA; Crescendo Biosciences; Vectra DA; Geistlich; Bio-Oss, Bio-Gide; Genentech; Tarveca, Nutropin, Actemra; Gilead; QUAD, Complerla; Ipsen; Dysport; LifeCell; AlloDerm, AlloDura; Novartis; Afinitor
Number of Accounts gained: 7
Accounts gained: Celgene; Lifebank USA; Geistlich; Bio-Oss, Bio-Gide (bone reconstruction) branding project; Genentech; Actemra; Gilead; Quad, Complerla; LifeCell; SPY Elite - new product launch project; Novartis; Afinitor; Vectra DA; DTP AOR
Number of Accounts lost: 3
Accounts lost: BioSense Webster; devices; Genentech; Herceptin; NPS; Gattex
Services: Flashpoint Medica is a full-service multichannel agency, entrepreneurial at heart, dedicated to building healthcare brands, with exceptional capabilities in key growth specialty markets.
New Hire Detail: Yaron Landow, SVP, Director of Strategic Services; Nicole Johnson, SVP, Director of Digital Strategy

**GA Communication Group**
One E. Wacker Drive, 32nd Floor
Chicago, IL 60601
Phone: 312-803-1900
Fax: 312-830-1999
E-mail: info@gacommunication.com
Web: www.gacommunication.com
Founded: 1985
Officers: Joe Kuchta, CEO; Mark Goble, President/COO; Geoff Melicke, EVP Chief Creative & Innovation Officer; Nancy Finigan, EVP Managing Director; Elizabeth Estes, EVP Chief Strategy Officer; Ryan Van Pelt, SVP Managing Director; Jody Cahill, SVP Director of Agency Operations
Services: GA Communication Group is an independent communication and marketing agency focused on healthcare, digital and consumer markets. Established in 1982 we pride ourselves on great client relationships and top talent in the industry. We service our worldwide clientele from offices in Chicago and San Diego.
Offices: San Diego, CA

**GenR Media**
845 Third Avenue
New York, NY 10022
Phone: 646-429-8323
Fax: 646-419-4065
E-mail: astanger@genrmedia.com
Web: www.genrmedia.com
Founded: 2009
Officers: Andrew Stanger, President; Steohen Glicker, Chief Technology Officer
110 Gross Income: Under $5 million
Full-time Employees: 32 (2011)
Healthcare accounts: Clients include pharmaceutical companies, medical education agencies, and associations/institutions.
Services: GenR Media offers a suite of programs designed to educate, captivate, and stimulate audiences in the health care community. GenR specializes in various programs including Websites, social media, video captures, e-details, mobile apps, CD-ROMs and DVDs, CMS and general interactive strategy.

**GCG Healthcare**
2421 West 7th Street, Suite 400
Fort Worth, TX 76107
Phone: 817-332-4600
Fax: 817-887-4616
Web: www.gcghealthcare.com
Founded: 1973
Parent company: Time/Money Corp.
Officers: Neil Foster, President; Allyson Cross, Director of Marketing; Pat Gabriel, Creative Director; Rebecca Johnson, Director of Medical Education; Bruce Natale, Interactive Director
2011 Gross Income: Under $5 million
Healthcare accounts: Crown Laboratories: corporate, Blue Lizard; DFB Pharmaceuticals: corporate; DPT Laboratories, Ltd.: corporate; HMS: corporate; Matagorda Regional Medical Center: (corporate); Medicis Pharmaceutical Corporation: Solodyn, Ziana, Vanos, Triaz, Loprox, Zyclara; SteadMed Medical: Elta Silver-Gel, Elta Creme Moisturizer, Elta Incontinence Therapy, Dravetx; Taro Pharma: DND
Number of Accounts gained: 4
Accounts gained: Medica Pharmaceutical Corporation: ZYCLARA; Taro Pharma: DND: HMS: corporate; DND
Number of Accounts lost: 1
Accounts lost: DND
Services: Interactive media, brand management, consumer advertising, patient communications, peer-to-peer communications, professional communications

**Features Work**
Description: GCG Healthcare designed and launched a comprehensive website for Aqua Glycolic. The homepage is displayed on a tablet, showing how the site was optimized for mobile viewing to enhance usability.
Why this ad is special: The design for the Aqua Glycolic website highlights the skincare product’s name and branding through wave motifs and a blue color palette.
vari; Dan Goldberg, MD, EVP, Team Chemistry CNS Franchise; Wendy Balter, President, Phase Five; Barbara Blasso, President, Imsci; Bryan Archambault, SVP, Director Client Services, Kansas City; Sharon Camisa, Managing Partner, Osprey; Walt Cassel, CFO, Robb DeFilippis, SVP, Director of Global Operations

Healthcare accounts: Bayer, Bayer Animal Health, Essilor, Bayer Oncology, Forest Laboratories, Novo Nordisk, Medtronic, Pfizer, Roche, Text4Baby.

Services: ghg is a global healthcare communications company, headquartered in New York, with offices in North America, Latin America, Europe, and Asia. It is a member of the WPP Group, a global provider of advertising, branding, and marketing. It works with companies to build world-class healthcare and pharmaceutical brands among medical professionals and consumers, with a transmedia storytelling approach that covers print, digital and television broadcast media, medical education, sales force presentations and managed access strategies.

New Hire Detail: John Canevari, EVP, Chief Creative Officer; Michael Hudnall, Managing Partner, Justin Reed, VP, Interactive Creative Director; Paul Giroux, Managing Partner, Robb DeFilippis, SVP, Director of Global Operations

Offices: Stamford, CT; Kansas City, MO; Cincinnati, OH

Giant

1700 Montgomery, Suite 485
San Francisco, CA 94111

Phone: 415-655-5220
Fax: 415-655-5221
E-mail: mail@giantsf.com
Web: www.giantsf.com

Founded: 2002

Officers: Steven Gold, Principal; Stephen Mullens, Principal; Larry Wolheim, Principal; Mike Sperling, Principal; Adam Gelling, Principal; Alyse Sukalski, SVP Operations

2011 Gross Income: $15 million to $25 million

Full-time Employees: 100 (2011) 68 (2010)

Healthcare accounts: Actelion Pharmaceuticals US; PAH franchise, Tracleer, Veltri, Ventavis, Zavesca; Amgen Inc.; Neulasta, Neupogen; Astellas Pharma US Inc.; Medivation Inc.; enzalutamide; BioMarin Pharmaceutical Inc.; Naglazyme; Boston Scientific; Bronchial Theraplayst; Edwards Lifesciences; Sapien THV, Genentech Inc.; Lucentis; Gilead Sciences Inc.; Ranexa, Viread (project); Neutrogena Corp.; Professional dermatology products; Roche Molecular Systems; Cobas (project); Valeant Dermatology; Acanya, Atralin, corporate, Xerese, Z vibax

Number of Accounts gained: 11

Accounts gained: Genentech; Lucentis; Gilead; Viread (project); Amgen: G-CSF Franchise; Febrile Neutropenia (Interactive/Digital); Valeant Dermatology; Z vibax and Xerese; Uthlora; Ultherapy (project); Covidien; Vascular Therapies (project); Edwards Lifesciences; SAPIEN Transcatheter Heart Valve; Roche Molecular Systems: Cobas HPV Diagnostic (project); Aria Diagnostics; Prenatal Diagnostics (project); Astellas/Medivation: enzalutamide

Services: Full service, and fully integrated professional and patient promotion

New Hire Detail: Jonathan Peischl, SVP Director of Innovation and Digital Marketing; Paul Hagopian, SVP Managing Group Director; Adena Svingos PhD, SVP Medical Director; Nellie Newman, VP Digital Services

Greater than One

395 Hudson Street
New York, NY 10014

Phone: 212-252-1999
Fax: 212-252-7364
E-mail: contact@greaterthanone.com
Web: www.greaterthanone.com

Founded: 2001

Officers: Elizabeth Izard Apelles, CEO; Mark Sadowski, CFO; Patrick Rorke, COO; Kai Bouvier, VP, GAD, GTO West; Kate Drummond, VP, Media; Hung Ma, VP, Account Development; Pilar Bellumeur, Partner, Experience Design; John Mahler, Partner, Strategy; Marc Michel, Partner, Global Strategy; Marcos Regalo, VP, Search; Steve Longbons, Partner, Technology; Stefan Armstrong, HCP Strategy; Amanda Powers, Senior Partner, GTO West; Diego Anderiz, Partner, GTO EU

2011 Gross Income: $25-$40 million

Full-time Employees: 90 (2011) 80 (2010)

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>Media/source</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional print ads</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>33</td>
<td>35</td>
</tr>
<tr>
<td>Consumer print ads</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>63</td>
<td>61</td>
</tr>
</tbody>
</table>

Healthcare accounts: Genentech, Access Solutions, Continuum Health Partners, Sunovion, Thomson Reuters Healthcare

Number of Accounts gained: 9

Accounts gained: Sunovion, Visiting Nurse Service of NY, Genentech/Roche

Services: GTO Integration; branding, search, media, strategic and business consulting, eCRM, technology, experience design, social, mobile/portable, insights and analytics, GTO labs

New Hire Detail: Patrick Rorke promoted to Chief Operating Officer; Kai Bouvier, Group Account Director, GTO West; Hung Ma, VP, Account Development

Offices: Greater than One - West, 4 Embarcadero Center, San Francisco, CA 94111

Group DCA

800 Landix Plaza, 3rd Floor
Parsippany, NJ 07054

Phone: 973-746-7777
Fax: 973-746-7960
Web: www.groupdca.com

Founded: 1999

Parent company: PDI, Inc., Morris Corporate Center 1, Blvd. A, 300 Interpace Parkway, Parsippany, NJ 07054

Officers: Jo Ann Saitta, General Manager; Ron Scalici, Chief Innovations Officer

Services: AT Group DCA we are interactive experience experts, creating programs that capture health care practitioner (HCP) attention and effectively drive engagement. Services include: multi-platform interactive desktop and mobile programs (iOS, Android and HTML5), sales rep iPad apps and e-detailing.

GSW Worldwide

500 Olde Worthington Road
Westerville, OH 43215

Phone: 614-848-4848
E-mail: contactus@gsw-w.com
Web: www.gsw-w.com

Founded: 1977

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

Officers: Joe Daley, President; Bruce Rooke, Chief Creative Officer; Dan Smith, President (GSW West); Tammy Fischer, President (GSW East); Jeff Simbrow, President (GSW Canada); Hector Estuardo, Managing Director (GSW Mexico); Treva Weaver, Chief Financial Officer

Diabetes is usually diagnosed in children and can have a devastating effect on families. Not only do parents have to come to terms with the fact that their child has a potentially deadly disease, but they must also make significant changes in lifestyle. This ad was designed to raise awareness among physicians of the collaboration between Lilly Diabetes and Disney to provide children’s books, tween novels, a website, cookbook, and magazine articles to families of children with Type 1 Diabetes.

Guard Dog Brand Development
853 Broadway, Suite 1220
New York, NY 10003
Phone: 212-529-0292
Fax: 212-529-0293
E-mail: cddesantis@GuardDogBD.com
Web: www.GuardDogBD.com

Founded: 2007
Officers: Camille DeSantis, Co-President & Managing Partner, Chief Strategic Design; Maria Casini, Co-President & Managing Partner, Chief Strategic Design

2011 Gross Income: Under $5 million

Healthcare accounts: Abbott Nutrition International: Glucerna, Ensure Acti M2, Ensure NutriVigor, Pediasure; VHA Inc.: VHA IMPERATIVE, Novation Inc.; Provista Inc.; Aptitude LLC; Multiple Myeloma Research Foundation; Merrimack Pharmaceuticals

Number of Accounts gained: 9
Accounts gained: Abbott Nutrition International: Glucerna, Ensure Acti M2, Ensure NutriVigor, Pediasure (global HCP agency of record); VHA Inc.: VHA IMPERATIVE, Novation Inc; Provista Inc; Aptitude LLC (identity agency of record); Multiple Myeloma Research Foundation (identity agency of record); Merrimack: Scientific identity development
Services: Brand strategy, strategic brand design and brand implementation. From corporate brand valuation assessment, communications audits, competitive analyses, market research brand identity development, and portfolio strategy development to disease/ MOA/ tech elucidation, logos, design systems and implementation.

New Hire Detail: Dr. Laura Sarokin, Director of Scientific Communications & Research

FEATURED WORK
Description: Self-promotional piece

H4B Catapult
300 American Metro Boulevard, Suite 220
Hamilton, NJ 08619
Phone: 609-945-9500
Fax: 609-945-9567
E-mail: jhoffman@health4brands.com
Web: www.h4bcatapult.com

Founded: 2008
Parent company: Havas Worldwide Health, 200 Madison Avenue. 9th Floor, New York, NY 10016
Officers: Jeff Hoffman, President/Partner; Patrick K. Chenot, EVP, Director of Client Services; Helen Boak, SVP, Creative Director; Khawar Khokhar, Practice Leader, Market Access; Robert Knoll, SVP, Director of Operations; Tracy Mills, Practice Leader, Market Development; David Newman, Associate Practice Leader, Digital; Stephen Piotrowski, EVP, Director of Client Services; Kel Smith, Associate Practice Leader, Innovation; Miriam Slome, SVP, Account Planning Director; Peter Villucci, EVP, Creative Director; Andy Willmer, SVP, Client Services Director


Services: H4B Catapult is the health care communications company that always strives to keep its eyes to the future. To take full advantage of the ever-changing forces of the digital age, the agency is structured so that all of its offerings are truly “digital at the core.”

New Hire Detail: Judy Devoti, MS, PhD, Scientific Director; Kami Fuhrman, VP, Associate Creative Director; John Hennigan, SVP, Management Supervisor; Khawar Khokhar, Practice Leader, Market Access; Steve Kreshover, EVP, Management Supervisor; Tracy Mills, Practice Leader, Market Development; Derick Sunrall, VP, Associate Creative Director, Digital

Offices: H4B Back Bay, Boston, Massachusetts
Harte-Hanks Direct Marketing, Inc.

9601 McAllister Freeway, Suite 610
San Antonio, TX 78216-6942

**Officers:** Larry Franklin, Chairman of the Board & CEO of Harte-Hanks; Gary Skidmore, EVP & President of Harte-Hanks Direct Marketing; Jeanine Falcone, VP, Corporate Officer & Agency Managing Director; Brian Dames, Corporate Officer; Vice President & Group Managing Director, Database Marketing & Analytics; Andrew Boyd, Group Managing Director, Harte-Hanks, Technology Market Solutions (TMS); Spencer Joyner, Corporate Officer; Vice President & Group Managing Director, Technology Marketing Organization; Jeffrey D. Erb, Managing Director, Pharmaceutical & Healthcare

2011 Gross Income: $40 million to $65 million

**Full-time Employees:** 5000 (2011) 5000 (2010)

**Parent company:** Harte-Hanks, Inc., 9601 McAllister Freeway, Suite 1923, New York, NY 10016

**Founded:** 1923

**Services:** We offer an integrated, multi-channel communication approach across all audiences (physician, nurse, patient, and payer). Strategically savvy with award-winning creative, the agencies of Health4Brands operate seamlessly across professional, patient, and payor audiences, with digital at the core.

Havas Drive

200 Madison Avenue
New York, NY 10016

**Phone:** 212-251-7909
**Fax:** 212-251-7909
**Web:** www.eurorscglife.com/life/havas-drive

**Services:** Havas Drive offers digital health innovation platforms and services including advanced virtualizations, digital accessibility, remote monitoring, and mobile and tablet application development for consumers, HCPs, and field forces.

HCB Health

701 Brazos, Suite 1100
Austin, TX 78701

**Phone:** 512-320-8511
**Fax:** 512-320-8990
**E-mail:** kerry.hilton@hcbhealth.com
**Web:** www.hcbhealth.com

**Founded:** 2001

**Parent company:** HCB

**Officers:** Kerry Hilton, CEO; Nancy Beesley, CMO; Lloyd Sheep, COO

2011 Gross Income: $5 million to $10 million

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional print ads</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Sales materials</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Consumer print ads</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Consumer broadcast</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Public relations</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>

Healthcare accounts: Alcon Surgical, Edgemont Pharmaceuticals, Covidien, Hollister Woundcare, California Pacific Medical Center, Scott & White Health Plan, Texas Oncology, McKesson Specialty Health, Thyroid Head and Neck Cancer Foundation, St. Rose Dominican Hospitals, Harden Healthcare, Sound Surgical Technologies, Medtronic.

Number of Accounts gained: 5
Number of Accounts lost: 1
Accounts lost: Cochlear Americas

Services: Strategy, creative, digital, media, social media, research, public relations

New Hire Detail: Kathy Field, Group Creative Director

Divisions: Digital, Media, Market Intelligence, Public Relations, Social

FEATURED WORK

Description: Alcon Surgical, AcrySof Cachet Phakic Lens Global Campaign


Why this ad is special: The objective was simple: promote Alcon’s phakic lens—an alternative to LASIK surgery—to surgeons who have experience with Alcon’s leading brand of cataract lenses. By leveraging the trust in this sister-brand and iconic shape of the AcrySof Cachet Phakic Lens, we’ve captured the confidence and strength of the brand.

Healthcare Regional Marketing

Healthcare accounts: Alcon Surgical, Edgemont Pharmaceuticals, Covidien, Hollister Woundcare, California Pacific Medical Center, Scott & White Health Plan, Texas Oncology, McKesson Specialty Health, Thyroid Head and Neck Cancer Foundation, St. Rose Dominican Hospitals, Harden Healthcare, Sound Surgical Technologies, Medtronic

2011 Gross Income: $10 million to $15 million

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional services</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>Proprietary solutions</td>
<td>40</td>
<td>60</td>
</tr>
</tbody>
</table>

Healthcare accounts: Pfizer; Astellas; Essilor; Boehringer Ingelheim; Sanofi Aventis; Novo Nordisk; Novartis; EMD Serono; Gilterma

Number of Accounts gained: 5
Number of Accounts lost: 2

Accounts lost: Takeda; Liberty Medical

Services: We help pharmaceutical companies use data-driven insights to address regional variations in brand performance. By working closely with brand teams and analytics groups, we identify specific market drivers—and detractors—and then create and execute scalable, integrated programs that deliver overall brand performance.

New Hire Detail: Sarah Landsfield, VP

Offices: 243 North Union Street, Suite 118, Lambertville, NJ 08530

HeartEd Group

100 Walnut Avenue, Suite 407
Clark, NJ 07606

Phone: 908-654-4440
E-mail: info@healthed.com
Web: www.healthed.com

Founded: 1989

Officers: Roy Broadfoot, CEO; Jill Balderson, Managing Director; Mike Brzozowski, Chief Strategy Officer; Stephanie Murrin, Chief Creative Officer; Stephanie Mazzeo-Caputo, MSW, MS, Chief Talent Officer; Susan Eno Collins, MS, CHES, RD, SVH Health Education Research & Development; Vicki Kelemen, SVP, Group Account Director; Marissa Addalia - SVP, Business Development

2010 Gross Income: $15 million to $25 million
Full-time Employees:  125 (2011)

Healthcare accounts: Lilly; Diabetes Solutions; Humalog; Glucagon; Genentech; Xeloda, Erivedge, HER2 Franchise; Zelboraf, Tarceva; Novartis; Transplant Franchise, ZORTRESS; Daichi-Sankyo; Benicar, Azor, Tribenzor; Merck; Saphris, Zolpatan, Isentress; GlaxoSmithKline; Oncology Franchise; Bristol-Myers Squibb; IXEMPRA; Amlyn; SYLMIN; Enobla; Hypophosphatasia Franchise; Lundbeck; Sabril; Horizon Healthcare Innovations: PCMH Pilot

Number of Accounts gained: 8

Accounts gained: Genentech; Erivedge, HER2 Franchise, Zelboraf; Novartis; ZORTRESS; Merck; Zolpatan, Isentress; Enobla; Hypophosphatasia Franchise; Horizon Healthcare Innovations: PCMH Pilot

Services: HeartEd creates innovative health education solutions that drive behavior change, working in five areas of expertise: Strategic Consulting, Multichannel Content & Programs, Research & Insights, Products & Platforms, and Measurement & Analytics.

New Hire Detail: Vicki Kelemen, SVP, Group Account Director

Offices: San Diego, CA
HLG Health Communications

1700 Market Street
Philadelphia, PA 19103

Phone: 215-563-4461
Fax: 215-563-1148
E-mail: info@hlg.com
Web: www.hlg.com

Founded: 1982
Officers: David Winigrad, President; Morgan Daly, VP, Account Service; Kathie Carnes, VP, Human Resources

Full-time Employees: 90 (2011) 72 (2010)
U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>Year</th>
<th>Professional print ads</th>
<th>Sales materials</th>
<th>Professional digital/web/mobile</th>
<th>Consumer print ads</th>
<th>Consumer broadcast</th>
<th>Consumer digital/web/mobile</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>5%</td>
<td>15%</td>
<td>30%</td>
<td>5%</td>
<td>5%</td>
<td>40%</td>
<td>5%</td>
</tr>
<tr>
<td>2010</td>
<td>5%</td>
<td>10%</td>
<td>30%</td>
<td>5%</td>
<td>5%</td>
<td>40%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Healthcare accounts: Amgen: Neulasta; Auxilium: Testim; Bausch & Lomb: Ocuvite; BD: BD Diabetes Care; Galdermo: Clobex, Metrogel 1%; Oracea, Tri-Luma, Vezical; Medtronic: Strategy engagement; Physicians Interactive: Pfizer: Strategy engagement; ProCare Treatment Centers: PTN (Physicians Television Network); Sanofi: Strategy engagement; St. Francis Hospital, Teva: Nuvigil, Fentora, Azilect, Qnqi; UCB: Cimzia, Lorbact, Metadate, Tussionex, Venlafaxine

Number of Accounts lost: 21
Number of Accounts gained: 27

The Hobart Group

240 Main Street, Suite 400
Gladsone, NJ 07934
Phone: 908-470-1780
Fax: 908-234-1819
E-mail: lbair@thehobartgroup.com
Web: www.hobartgroupholdings.com

Founded: 2003
Parent company: Hobart Group Holdings, 240 Main Street, Suite 400, Gladstone, NJ 07934

Officers: Lisa B. Bair, CEO, Hobart Group Holdings; Dan Renick, President, Hobart Group Holdings; Kelly Wilder, EVP, Managing Director, Hobart Forte; Carlos Deluca, EVP, Managing Director, The Hobart Group; Troy Koch, SVP, Director Client Services, Hobart Core; Larry Blandford, SVP, Strategic Services, Hobart Group Holdings


Number of Accounts lost: 1
Number of Accounts gained: 27

New Hire Detail: Troy Koch, PharmD, MBA, joins Hobart as a Senior Vice President, Director of Client Services. Before joining Hobart, Mr. Koch was the head of business development for Competitive Health Analytics, Inc., a subsidiary of Humana. During his career in the managed care industry, he held a series of progressive leadership positions in the public and private sectors, including formulary development, disease management, account management, and sales. Before Humana, Mr. Koch was the Director of Pharmacy for a large state Medicaid program. Hobart also adds Dan Vanderpoel, PharmD, as Vice President of Strategic Services. Mr. Vanderpoel comes to Hobart from Humana, where he worked in a leadership position within the trade relations group. During his career, he supervised commercial and Medicare Part D rebate management and negotiation with total rebate revenues exceeding $1 billion annually. Additionally, he has overseen rebate budgeting and forecasting, modeling and analytics, as well as health economics and outcomes research (HEOR) projects.

Offices: Hobart Forte, 9 E. 37th Street, 8th Floor, New York, NY 10016; Hobart Core, 161 N. Clark, 47th Floor, Chicago, IL 60601; Hobart Innovation, 240 Main Street, Suit 400, Gladstone, NJ 07934

Huntsworth Health

800 Township Line Road, Suite 250
Yardley, PA 19067

Phone: 215-550-8300
Fax: 215-497-9910
Web: www.huntsworthhealth.com

Founded: 1999
Parent company: Huntsworth plc, 15-17 Huntsworth Mews, London, NW1 6DD UK

Officers: Neil Matheson, CEO, Huntsworth Health; Richard Neave, COO, Huntsworth Health; Mike Brown, COO, Huntsworth Health; Reid Connolly, CEO, evoke Interaction; David Dunn, CEO, ApotheCom; Scott Clark, CEO, Tonic Life Communications; Denise LaTemple, President, Curatio CMIE Institute; Donna Thomas, President, Axiom; Jeremy Williams, CEO, ApotheCom ScopeMedical; Jon Clark, Managing Director, nitrogen

2011 Gross Income: $25 million to $40 million


Healthcare accounts: Through our parent company Huntsworth plc we have access to 72 wholly owned offices in 31 countries. We work with 39 of the top 50 global pharmaceutical companies. We have Preferred Provider status at 14 of those...
large global companies.

Services: Huntsworth Health is a global family of best-in-class agencies that provides a full continuum of consulting and communications services to the health-care and well-being industry. We are strategically positioned close to our clients on the East and West Coasts of the US, Europe, and in Hong Kong.

New Hire Details: David Paragamian, President, ApotheCom

Offices: Philadelphia, PA; Yardley, PA; New York, NY; San Francisco, CA; and Exton, PA

HY Connect
142 East Ontario Street
Chicago, IL  60611
Phone: 800-842-3020
Fax: 312-787-2320
E-mail: dsheehan@hyc.com
Web: www.hyc.com
Founded: 1933
Officers: David F. Sheehan, President; Troy Peterson, CEO; Mark Cat
terson, Executive Creative Director; Michael Rivera, Executive Creative Director

2011 Gross Income: $15 million to $25 million

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional print ads</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Sales materials</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Consumer print ads</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Consumer broadcast</td>
<td>35</td>
<td></td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>Direct marketing</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

Healthcare accounts: Advocate Healthcare; IU Health; Blue Cross/Blue Shield of Illinois, Texas, New Mexico

Number of Accounts gained: 6

Accounts gained: Blue Cross Blue Shield of Illinois, Texas, New Mexico

Services: Full Service including digital, social Media, and earned media.

New Hire Details: Jason Mitton, VP Technology; Stacy Dilling, VP Account Director

Offices: 1000 North Water Street, Milwaukee, WI 53202

ICC Lowe
5 Sylvan Way
Parsippany, NJ  07054
Phone: 973-451-2755
Fax: 973-451-2352
E-mail: sviviano@icclowe.com
Web: www.icclowe.com
Founded: 1985

Parent company: IPG, 1114 Avenue of the Americas, New York, NY 10036

Officers: Steve Viviano, CEO; Paul O’Neill, President; Frank Galella, EVP, Chief Financial Officer; Chet Moss, EVP, Chief Creative Officer; Stacy Patterson, EVP, Director Medical Affairs; Eugene Lee, EVP, Chief Digital Officer; Sheri Thornberg, EVP, Chief Strategic Officer; Renee Wills, General Manager, ICC Lowe Trio; Christian Hoyvald, General Manager, ICC Lowe Pace; Christina Curry, VP, Director of Human Resources; Otis Baker, Managing Director ICC Lowe London; Lee Hurley, Managing Director ICC Lowe Zurich; Karen Bottge, SVP Director of Medical Education; Mimi Baldwin, Director of ICC Lowe SRG; John Friedberg, General Manager ICC Lowe Redshift

2011 Gross Income: $65 million to $100 million

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional print ads</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Sales materials</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Consumer print ads</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Consumer broadcast</td>
<td>35</td>
<td></td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>Direct marketing</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

Healthcare accounts: Actelion: Macitentan global; Agennix: Talactoferrin; Al
lerran: Ozurdex global; Amgen: Aranesp global, Nplate global; Aptalis: Zenpep; global; Sun: Pavirex global; AstraZeneca: Brilinta, Zoladeq global; Aurora: Breast MIR - Redshift; Bausch & Lomb: Yellox global; Baxter: Advate global, Feiba global, Preflucel; Becton Dickinson: Ultrafine BD Nano; Boehringer Ingelheim: Pradaxa; Boehringer Ingelheim Animal Health, Metacam global, Vetmedin global, Seraquin global, FlexCombo global, Canikur Pro global, Cardigard global, Prascend global, Boivella global, Benefortin global, Urbrolexin global, Bucspan global, Nufaxrin global; Cronh’s and Collitis Association; Corporate; CSL Behring; Berinert, Hizentra; Eli Lilly: VivaSight; Ferrin; Lyrica: Truxverin global.

DaunoXome global; Gilead: Corporate Optimal and Access programmes global; GlaxoSmithKline: Coreg CR, Levitria, Lovaza; Stavux: GlaxoSmithKline Consumer Health: Abreva; Breathe Right; Heel: Traumeel global; Janssen Pharmaceuticals: Emisoron, Ortho TriCyclen Lo, Ortho Evra, Nucynta, Nucynta Digital, Nucynta CRM; Janssen Therapeutics: Prezista, Prezista Digital, Intellece, Intellece Digital, Intellece CRM, Edurant, Edurant Digital; Johnson & Johnson Consumer Products: Desitin, Johnson’s Baby line, Johnson’s Baby Digital, Neosporin Eczema, U.S. Listerine, Global Listerine, Listerine CRM, Listerine Digital, Reach Floss, Johnson’s Natural; Merck Sharp & Dohme: Remicade global; Merck Sharp & Dohme Animal Health: Actixyl; Mmodal: Software; Novartis: Diovan global, Co-Diovan global, Exforge global, Exforge HCT global, LCZ696 global; Nuance; Software; Otsuka; Samsca global; Sandor: Omnitrope global; Sanofi Aventis: Diabetes nurse training programme global; Shire: Vyvanse; Sunovion: Alvesco, Xopenex, Omnisar HFA; Brovana, Brovana Digital, Lunesta, Lunesta Digital, Zettonia; Teva: Plan B; Tillots: Octasia global, Symtomax global; Vertex: Kalydeco; Vistakon: Division of Johnson & Johnson Vision Care; Acuvue product line, The Vision Care Institute (TVCI), ODLean

Number of Accounts gained: 56

cal education global; Merck Sharp & Dohme: Remicade digital global; Millennium Communications Group: Corporate Digital - Thermal; Novartis: LCQ908, LCQ908 global; Paragamian: Omnisar AQ managed markets, Zettonia global, marketing; Teva: Plan B digital; UCB: Epratuzumab medical education global; Vertex: Kalydeco digital, Kalydeco global, Kalydeco digital global; Vistakon: Acuvue digital
**Ignite Health**
7535 Irvine Center Drive
Irvine, CA 92618
Phone: 949-861-3200
Fax: 949-861-3750
E-mail: inforequest@ignitehealth.com
Web: www.ignitehealth.com

Founded: 2000
Parent company: inVentiv Health, 1 Van de Graaff Drive, Burlington, MA 01803
Officers: Matt Brown, President; Fabio Gratton, Chief Experience Officer; Vince Parry, Chief Branding Officer; Brian Lefkowitz, Chief Creative Officer

2011 Gross Income: $25 million to $40 million

Healthcare accounts: Abbott Laboratories; ABBV; Abbott Medical Optics; iLASIK; Allergan; Botox; Genentech; Nplate; Amylin; Byetta; Bydureon; Bayer; Kogenate; Bristol-Myers Squibb; Erbitux; Celgene; Abrahane; Istodax; Revlimid; Vidaza; Edge Health; Disease education campaigns; Endo; Valstar; Vantas; Lido-derm, Supprelin LA; Healthtraxics Cyro; Gebauer; Gebauer; Genentech; Aleglitazar, Activaase, Cathflo Activase, TNKase, Ocrelizumab; Gilead; Ranexa; SmithKline; Vaccines; Votrient; Janssen: Prezista; Lilly; Evista, Forteo, Humalog, Humatrope; Solanezumab; Merck & Co; MMWR, Vorapaxar, Bioventures, Vree; Merck Publishing: The Merck Manual; OncogeneX; Custirsien; Onyx: Kyprolis, Nexavar; Roche Molecular Systems; Cobas HPV Test; Satellite Healthcare; Dialysis Procedures; Vertex: Kalydeco, Incivek

Number of Accounts gained: 15
Accounts gained: Abbott Laboratories: Linifanib, 806; Allergan: LapBand; DePuy: Corporate (with inVentiv); Eisai: Aloxi (with inventiv); Endo: Pain Franchise; Lilly: Forteo; Merck: Corporate, Vaccines, Vree; Onyx: Corporate; Roche Molecular Systems: Corporate; Satellite Healthcare: Corporate; UCB Global: Corporate (with inVentiv); Upsher Smith: ENexa, Divigel; Vertex: Kalydeco; Gebauer: Gebauer; Genentech: Aleglitazar; Zimmer: Universal Power

Number of Accounts lost: 1
Accounts lost: Lundbeck

Services: Branding, mobile, engagement, production, labs, science

New Hire Detail: Brian Lefkowitz, Chief Creative Officer; Scott Schindler, Creative Director NYC; Nico Coetzee, SVP, Engagement, Michael Smallwood, VP, Technology & Mobile; Rob Piscopo, VP, Finance

Offices: 111 Broadway, 19th Floor, New York, NY 10006

---

**imc² health and wellness**
12404 Park Central Dr., Suite 450
Dallas, TX 75251
Phone: 214-224-1000
Fax: 214-224-1100
E-mail: marketing@imc2.com
Web: www.imc2healthandwellness.com

Founded: 1995
Parent company: Agencies of Change, 12404 Park Central Dr., Suite 400, Dallas, TX 75251
Officers: Doug Levy, Chief Executive Officer; Ian Wolfman, Chief Marketing Officer; Bonnie Sayers, SVP General Manager; Michael Davis, Chief Creative Officer; Hensley Evans, Chief Strategy Officer; Cristina Cave, VP, Client Services; Lauren Lawhon, VP, Strategy; Renee McKeon, Executive Creative Director; Brady Walcott, VP, Strategic Marketing and Business Development; Larry Diehl, Group Technology Director

2010 Gross Income: $15 million to $25 million

**U.S. billings breakdown by media/source**

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales materials</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Consumer print ads</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>60</td>
<td>70</td>
</tr>
</tbody>
</table>

Healthcare accounts: American Diabetes Association, EMD Serono Inc. Incyte

Number of Accounts gained: 5
Accounts gained: AOR: Pfizer Lipitor EPBU (Due to client confidentiality, we cannot disclose the remaining account wins of 2011.)

Services: Interactive marketing, Traditional media (print, TV, etc.), Relationship Marketing, Advertising

Offices: New York: 662 Third Ave., 11th Floor, New York, NY 10017
Division: Account services, creative, technology, strategy, project management

---

**Intouch Solutions**
10975 Benson Drive, Suite 200
Overland Park, KS 66210
Phone: 913-317-9700
Fax: 913-317-8110
E-mail: getintouch@intouchsolor.com
Web: www.intouchsolor.com

Founded: 1999
Officers: Faruk Capan, CEO; Pat McNerney, Executive Vice President; Wendy Blackburn, Executive Vice President

2011 Gross Income: $25 million to $40 million

Healthcare accounts: Abbott Laboratories: AndroGel, CREON, Depakote/Depa-kote ER, Ensure International, Humira Dermatology, Humira Gastroenterology, Humira Rheumatology, Kaletra, Lupron Depot Gynecology, Lupron Depot Pediatric, Lupron Depot Urology, Niaspan, Promotrium, Simcor, Synthroid, Tricor, Triplet, Uhlane/Ninex, Zemplar; Alkermes: Vivotril; Baxter: Advate; Baxter Corporate Sustainability: Clinimix/Clinimix E, Nexterone; Bayer Animal Health: Corporate; Bayer Pet Specialty; Bayer DVM - Professional Web Portal; Bayer HealthCare Pharmaceuticals: Kogenate FS, Cornerstones; AnimatedIBDPatient.com; CCFA: CCFAcommunity.org & Illbedetermined.com; Cubist Pharmaceuticals: Cubicin, Danone, Aptamil; Eisai Inc.: Aloxi, Banzel, Dacogen; Galderma: Cetaphil, Plaglis H; Landbeck AS: Orf1, Xenazine; Hoffman-La Roche; Medtronic: Patient Ambas-sador Program; Merck & Co., Inc.: snofil (formerly snofil-aventi): Ambien CR, Apidra, Alopenin, Arava, BGStar/BGStar, e-cue, Eligard, Elitek, Eloxatin, Ferreticel, Iniparib, Ketek, Jevlana, Lantus, Lovenox, Multaq, Nasacort AQ, Rilutek, Sculptra Aesthetic, Taxotere, Uroxatral, Xyza, Zalfap; sanofil pasteur: Daptacel, Menactra; Teva Canada Limited (formerly Novopharm): TevaCanada.com; Teva Corporate: Medical Knowledge Management Portal, Sales Training Team portal; Teva Latin America; Teva Neuroscience Inc.: Azilect, Copaxone; Teva Pharmaceuticals USA: Clozpine; Teva Women’s Health, Inc.; Enjuvia; Valeritas, Inc.; Corporate; WE CareinBD.com

Number of Accounts gained: 28
Accounts gained: Abbott Laboratories: AndroGel, Creon, Ensure International, Ul-tane/Nimex; Alkermes: Vivotril; Baxter: Advate; Baxter Corporate Sustainability: Nexterone; Bayer Animal Health: Corporate; Bayer Pet Specialty; Bayer HealthCare Pharmaceuticals: Kogenate FS; Cubist Pharmaceuticals: Cubicin, Danone, Aptamil; Galderma: Cetaphil, Plaglis H; Lundbeck AS: Orf1, Xenazine; Hoffman-La Roche; Medtronic: Patient Ambas-sador Program; Merck & Co., Inc.: sanofil (formerly snofil-aventi): Ambien CR, Apidra, Alopenin, Arava, BGStar/BGStar, e-cue, Eligard, Elitek, Eloxatin, Ferreticel, Iniparib, Ketek, Jevlana, Lantus, Lovenox, Multaq, Nasacort AQ, Rilutek, Sculptra Aesthetic, Taxotere, Uroxatral, Xyza, Zalfap; sanofil pasteur: Daptacel, Menactra; Teva Latin America; Teva Women’s Health, Inc.; Enjuvia

Number of Accounts lost: 1
Services: Intouch Solutions offers forward-thinking expertise across the digital marketing spectrum, including: research & analytics, Web development, mobile, social media, iPad sales tools, multimedia, search engine marketing, online media planning/buying, CRM and more.

New Hire Detail: Jeff Risley, Vice President, Social Media; Ron Kane, Vice Presi-dent, Allora Health Services; Jack Lipton, Senior Vice President, Client Services; Bunny Ellerin, Senior Vice President, Client Services

Offices: Chicago, IL; New York, NY
**InViVo Communications Inc.**  
590 King Street West, Suite 201  
Toronto, ON Canada M5V 1M3  
**Phone:** 416-703-3662  
**Fax:** 416-703-5733  
**E-mail:** info@invivo.com  
**Web:** www.invivo.com  
**Founded:** 1997  
**Officers:** Andrea Bielecki, President; Yan Fossat, Vice President Strategic Innovation; Kevin Millar, Vice President Digital Production  
**2011 Gross Income:** $5 million to $10 million  
**Full-time Employees:** 55 (2011) 40 (2010)  

U.S. billings breakdown by media/source  

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional digital/web/mobile</td>
<td>80%</td>
<td>70%</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>20%</td>
<td>30%</td>
</tr>
</tbody>
</table>

**Services:** Mobile apps, cross platform medical games, surgical simulations, 3D animation, augmented reality and gesture based programs, eLearning programs, technical strategic consulting.  
**Divisions:** Spongelab Interactive

---

**JUICE Pharma Worldwide**  
322 8th Avenue, 10th Floor  
New York, NY 10001  
**Phone:** 212-367-1995  
**Fax:** 212-367-1994  
**E-mail:** connect@juicepharma.com  
**Web:** www.juicepharma.com  
**Founded:** 2002  
**Officers:** Lois Moran, Managing Partner, President/CEO; Lynn Macrone, Managing Partner, Chief Creative Officer; Forrest King, Managing Partner, Chief Innovation Officer; Roxana Bannach-Lin, EVP, Managing Director, Strategic Planning/Business Development; Randy Goldstein, SVP, Managing Director, Director of Agency Integration; Colleen Katzman, EVP, Managing Director, Client Services; Adam Kline, EVP, Managing Director, Digital Practice; Laurence Richards, EVP, Managing Director, Client Services; Joann Wildermuth, EVP, Managing Director, Group Creative Director, Copy  
**2011 Gross Income:** $40 million to $65 million  
**Full-time Employees:** 189 (2011) 126 (2010)  

**Healthcare accounts:** Leo Pharmaceuticals: Picato; Merck & Co., Inc.: Azasite, Cosopt, Cosopt PF, Gardasil, Isentress, M-M-R II, Maxalt, PedvaxHIB, Peginteron, Pneumovax 23, ProQuad, RotaTeq, Saflutan, Saphris, Suvorexant, V503, Varizix, Vixtribel, Zioptin, Zostavax; Astellas Pharma US: Prograf, Transplant Experience; Astellas Pharma Europe: Adagraf, Prograf, Astellas Transplant; Bayer: Nexavar, Xofla, Celgene; Revlimid; Cepheid: Xpert CT/NG; Dynavox Technologies: Heplisa, Gilead Sciences, Inc; Nexavar, Med Info; OrthoAccel Technologies: AcceleDent; Precision Dermatology; Hylatopic Plus; QLT Inc: Visudyne, QTE-0009; Raptor Pharmaceuticals: R103; Santen Pharmaceuticals: Santen Corporate; Valeant: Retin-A Micro; Vertex: Kadlec, XDx: AlloMap; XOMA Ltd: Aceon, Medical Communications

---

**Jocoto Advertising, Inc.**  
331 Jefferson Street  
Oakland, CA 94607  
**Phone:** 925-855-7412  
**Fax:** 510-496-5477  
**E-mail:** rachel@jocoto.com  
**Web:** www.jocoto.com  
**Founded:** 2000  
**Officers:** Tom Collins, President/Principal; Stephen Coldiron, Treasurer/Principal  
**2011 Gross Income:** Under $5 million  
**Full-time Employees:** 15 (2011) 12 (2010)  

U.S. billings breakdown by media/source  

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional print ads</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>Consumer products</td>
<td>90%</td>
<td>80%</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>30%</td>
<td>40%</td>
</tr>
</tbody>
</table>

**Healthcare accounts:** Abaxis: Veterinary In-Office Testing, All Products; AngioScore: Scoring Balloon Catheters, All Products; Heidelberg Engineering: Ophthalmic Imaging, All Products; Isto Technologies: Orthopedic Solutions, All Products; Mako Surgical: Robotic Orthopedic Surgery, All Products; Myriad Genetics: Emerging Products; Neuro: Spinal Cord Stimulation/Pain Relief, All Products; Oraya Therapeutics: Novel AMD Treatment, All Products; Revision Optics: Presbyopia, All Products; TessArae: Custom Genetic Assay Development, All Products; Ventus Medical: Sleep Apnea and Snoring Solutions, All Products; Veracyle: Personalized Medicine/Thyroid Cancer

**Number of Accounts gained:** 4  
**Accounts gained:** Myriad Genetics: Emerging Products; Oraya Therapeutics: Novel AMD Treatment, All Products; Revision Optics: Presbyopia, All Products; TessArae: Custom Genetic Assay Development, All Products  
**Services:** Full-service healthcare advertising/marketing. Strategy/creative/production/photography.  
**New Hire Detail:** Michael Rossin, Director of Account Services

---

**Kane & Finkel Healthcare Communications**  
534 4th Street  
San Francisco, CA 94107  
**Phone:** 415-777-4990  
**Fax:** 415-777-5019  
**E-mail:** newbusiness@kaneandfinkel.com  
**Web:** www.kaneandfinkel.com  
**Founded:** 1997  
**Officers:** John Kane, Principal, Managing Director; Robert Finkel, Principal, Chief Creative Officer; Jodi Alden, VP, Client Services Director; Jan Vennari, Client Services Director; David Knechtel, Client Services Director; Europe; Jon Meisner, SVP, Medical Director; Deborah Kessler, SVP, Chief Science Liaison  
**2011 Gross Income:** $25 million to $40 million  
**Full-time Employees:** 75 (2011) 68 (2010)  

**Healthcare accounts:** Accera: Axon; Astellas Asia Pacific: Transplant Experience; Astellas Pharma US: Prograf, Transplant Experience; Astellas Pharma Europe: Advagraf, Prograf, Astellas Transplant; Bayer: Nexavar, Xofla, Celgene; Revlimid; Cepheid: Xpert CT/NG; Dynavox Technologies: Heplisa, Gilead Sciences, Inc; Nexavar, Med Info; OrthoAccel Technologies: AcceleDent; Precision Dermatology; Hylatopic Plus; QLT Inc: Visudyne, QTE-0009; Raptor Pharmaceuticals: R103; Santen Pharmaceuticals: Santen Corporate; Valeant: Retin-A Micro; Vertex: Kadlec, XDx: AlloMap; XOMA Ltd: Aceon, Medical Communications

**Number of Accounts gained:** 10

---

mm-online.com | JULY 2012 | MM&M 203
**Klick Health**

175 Bloor Street East  
Toronto, ON Canada M4W 3R8  
Phone: 416-596-7600  
Web: www.klick.com  
Founded: 1997  
Officer: Peter Cordy, Chairman; Leerom Segal, President & CEO; Aaron Goldstein, COO; Steve Willer, CTO; Brian O’Donnell, EVP Interactive; Alec Melkonian, EVP Sales & Client Services; Lori Grant, SVP Brand Development & Digital Strategy; Mark Hadfield, SVP Program Delivery; Glen Webster, EVP Creative Services  
Full-time Employees: 191 (2011)  
**Services:** We partner with leading healthcare companies to create digital solutions that hinge on our in-house expertise spanning the digital universe - creative, analytics, instructional design, user experience, relationship marketing, strategy, social and mobile.  
**Offices:** 500 North Michigan, Chicago, IL 60611  
**Divisions:** Klick Health Learning Solutions

**Kyp, Inc.**

380 Lexington Avenue, 17th Floor  
New York, NY 10168  
Phone: 212-551-7878  
Fax: 917-591-1514  
Web: www.kyp.com  
Founded: 2005  
Parent Company: Kyp, Plc, Meriden House, 42-43 Upper Berkeley Street, London, W1H 5QL, UK  
Officer: Nicholas Miller, CEO; Maria Antoniou, Senior Vice President; Sales; Kieron Tarling, Vice President, Operations; Steve Shapiro, Vice President, Partnership Development; Erika Stauffer, Director of Marketing  
Healthcare accounts: Kyp is working with many of the world’s pharmaceutical brands at companies including Allergan, Amgen, Abbott, AstraZeneca, Bayer, BMS, CSL Behring, EMD Serono, GSK, Merck, Novartis, P&G, Johnson & Johnson, Ortho-McNeil, Sanofi-Aventis, Wyeth and more.  
**Services:** Kyp seamlessly bridges physical media and the digital world to uniquely create measurable closed-loop engagement journeys for physicians and patients. We develop one-to-one marketing solutions for a wide variety of healthcare needs and offer a range of design, fulfilment and strategy services.

**Julie A. Laitin Enterprises**

Public Relations  
750 Third Avenue, 9th Floor  
New York, NY 10017  
Phone: 212-572-9615  
E-mail: jlaitin@julielaitin.com  
Web: www.julielaitin.com  
Founded: 1982  
Officers: Julie Laitin, President  
Full-time Employees: 5 (2011)  
**U.S. billings breakdown by media/source**  

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional digital/web/mobile</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Public relations</td>
<td>90%</td>
<td>90%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Healthcare accounts:** AbelsonTaylor; Cadient Group; closerlook; HCB Health; MicroMass Communications; Saatchi & Saatchi Health; Publicis Healthcare Group; Publicis Touchpoint Solutions; Siren Interactive; StrikeForce Communications  
**Number of Accounts gained:** 2  
**Accounts lost:** Saatchi & Saatchi Health; Cadient Group  
**Services:** Full service marketing and public relations specializing in healthcare.

**LehmanMillet**

2 Atlantic Avenue  
Boston, MA 02110  
Phone: 617-722-0019  
Fax: 617-722-6099  
E-mail: bruce_lehman@lehmanmillet.com  
Web: www.lehmanmillet.com  
Founded: 1978  
Parent Company: HealthSTAR Communications, 1000 Wyckoff Avenue, Mahwah, NJ 07430  
Officer: Bruce Lehman, Carolyn Morgan, Deborah Lotterman, Eric Levreault, Marinella Georgino, Lauren Westberg  
2011 Gross Income: $25 million to $40 million  
Full-time Employees: 80 (2011)  
**U.S. billings breakdown by media/source**  

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional digital/web/mobile</td>
<td>90%</td>
<td>90%</td>
</tr>
<tr>
<td>Public relations</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Healthcare accounts:** Abbott Diagnostics, Kinetic Concepts, Edwards Lifesciences, the Cartiloe and MACI brand teams at Sanofi, CardioDX, Myriad Genetics, Abbott Medical Optics, Zimmer Dental, the therapeutic nutritional franchise at Abbott Nutrition, and Focus Diagnostics  
**Number of Accounts gained:** 7  
**Accounts gained:** Auxilium Pharmaceuticals; Xiflex; Foundation Medicine; Genentech: Lucentis; Lifebox; Meda Pharmaceuticals: PreferaOB; Vermillion: Oval  
**Services:** Positioning and key message development, market research, marketing communications planning, corporate/product identity, medical communications, media planning, advertising and promotion, direct marketing, digital, sales support.  
**Offices:** Santa Ana, CA

**LLNS**

220 East 42nd Street  
New York, NY 10017  
Phone: 212-771-3000  
Fax: 212-771-3057  
E-mail: @llns.com  
Web: www.llns.com  
Founded: 1972  
Parent Company: Omnicom Group, 437 Madison Avenue.
Divisions:
Economic VUE

New Hire Detail:
convention and congress activities, and full-service studio
ative and digital services, advertising, field force support, non-personal promotion, to LOE. Our services include branding, product positioning, strategic planning, cre-

Services:
As a full-service agency, LLNS can manage a product from pre-launch

tis Oncology: Afinitor

2011 Gross Income: Under $5 million

Public Relations Director
Account Manager; Cindy Ramirez, Creative Manager; Kate Jennings,
President/Creative Director; Suzanne Maricich, Principal; Roxy Tarrarati,
Mark Maricich, CEO/Strategic Director; David Maricich,
Officers:
1986
Founded:
Web:
mark@maricich.com
E-mail:
Fax:
949-223-6451
Phone:
949-223-6455
Irvine, CA 92614
18201 McDurmott West, Suite A
"McCann Echo Torre Lazur"
49 Bloomfield Avenue
Mountain Lakes, NJ 07046
Phone: 973-257-3900
Fax: 973-257-4316
E-mail: bill.mcellen@mccann.com
Web: www.echo-tl.com
Founded: 2001
Parent company: McCann Health
Officers: Bill McE llen, President; Juan Ramos, EVP, Executive Creative
Director; Tracy Blackwell, EVP, Managing Director; Joe Maynard, EVP,
Managing Director
2011 Gross Income: $15 million to $25 million
Full-time Employees: 133 (2011) 126 (2010)

Healthcare accounts: ARAMARK, Oraya Therapeutics, UCI Health System, Memo-
rialCare, LA Care Health Plan
Services: Maricich is a brand development and marketing communications firm
specializing in promoting healthcare and medical brands, products and services
to physicians and healthcare administrators and consumers. Services include
strategy, creative, advertising, Web, PR, direct, SEO/SEM and media.
Offices: Maricich is a member of the Transworld Advertising Agency Network
(TAAN) with over 50 affiliate offices worldwide.

Maricich Healthcare Communications
18201 McDurmott West, Suite A
Irvine, CA 92614
Phone: 949-223-6455
Fax: 949-223-6451
E-mail: mark@maricich.com
Web: www.Maricich.com
Founded: 1986
Officers: Mark Maricich, CEO/Strategic Director; David Maricich,
President/Creative Director; Suzanne Maricich, Principal; Roxy Taravati,
Account Manager; Cindy Ramirez, Creative Manager; Kate Jennings,
Public Relations Director
2011 Gross Income: Under $5 million
Full-time Employees: 15 (2011) 13 (2010)

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional print ads</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Sales materials</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Consumer print ads</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>Public relations</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

Healthcare accounts: AmerisourceBergen, Main Line Health, Bryn Mawr Hospital, Bryn Mawr Rehab Hospital, Paoli Hospital, Lankenau Hospital, Riddle Memorial Hospital, Lehigh Valley Health Network, Mirixa, Myoderm, Siemens Audiology, Siemens Healthcare, Stryker
Services: Mangos is a full-service advertising agency, independently owned since 1977. Based in Philadelphia, we help bold thinkers and doers around the world make complex business issues simple, human and relevant. We’ve earned a reputation for creating award-winning work that delivers proven results.

Mangos Inc.
10 Great Valley Parkway
Malvern, PA 19355
Phone: 610-296-2555
E-mail: info@mangosinc.com
Web: www.mangosinc.com
Founded: 1977
Officers: Bill Gast, Partner; Bradley Gast, Partner
Full-time Employees: 20 (2011)

Healthcare accounts: AmerisourceBergen, Main Line Health, Bryn Mawr Hospital, Bryn Mawr Rehab Hospital, Paoli Hospital, Lankenau Hospital, Riddle Memorial Hospital, Lehigh Valley Health Network, Mirixa, Myoderm, Siemens Audiology, Siemens Healthcare, Stryker
Services: Mangos is a full-service advertising agency, independently owned since 1977. Based in Philadelphia, we help bold thinkers and doers around the world make complex business issues simple, human and relevant. We’ve earned a reputation for creating award-winning work that delivers proven results.

McCann HumanCare
622 Third Avenue
New York, NY 10017
Phone: 646-865-3908
Fax: 646-865-3199
E-mail: andrew.schirmer@mccann.com
Web: www.mccannhumancare.com
Founded: 2003
Parent company: McCann Worldgroup, 622 Third Avenue, New York, NY 10017
Officers: Andrew Schirmer, EVP, Managing Director; Douglas Welch, EVP, Executive Creative Director; BJ Kaplan, EVP, Executive Creative Director
2011 Gross Income: $25 million to $40 million
U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>Media/source</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer print ads</td>
<td>30%</td>
<td>35%</td>
</tr>
<tr>
<td>Consumer broadcast</td>
<td>35</td>
<td>40</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>35</td>
<td>25</td>
</tr>
</tbody>
</table>

Healthcare accounts: Boehringer Ingelheim; Zantac, Tradjenta; Forest/ Ironwood: Linclotide; Johnson & Johnson: ACUVUE; Merck: Nasonex, Singular, Dulera; Novartis: Reclast; Pfizer; Toviaz; Premarin
Number of Accounts gained: 2
Accounts gained: Forest/ Ironwood: Linclotide; Merck (as part of IPG consolidation); Nasonex, Singular, Dulera
Services: DTC, RM/CRM/digital, DTP
New Hire Detail: Andrea Thompson, Creative Director; Dana Joachim, CRM Lead; Renato Taralli, Project Management Lead

McCann RCW Healthcare
4747 Executive Drive, Suite 1080
San Diego, CA 92121
Phone: 858-526-2400
Fax: 858-526-2405
Web: www.rcwmccannhealthcare.com
Founded: 2001
Parent company: McCann-Healthcare Worldwide
Officers: Jeffery Sweeney, President; Matthew West, VP/Chief Talent Officer
2011 Gross Income: $5 million to $10 million
Healthcare accounts: Allergan, Amgen, Amag Pharmaceuticals, Millennium, Takeda Oncology, Prometheus
Number of Accounts gained: 4
Accounts gained: Allergan, Amgen, Millennium, Prometheus
Services: RCW McCann Healthcare is a full-service healthcare agency with a specialization in oncology and high-science. Based in California, the agency provides local service, through offices in California and New York–tapping into the large pool of healthcare creative talent in the NY metro area.

McCann Regan Campbell Ward
150 East 42nd Street, 16th Floor
New York, NY 10017
Phone: 646-742-2100
Fax: 646-742-2206
E-mail: contact@rcw.com
Web: www.rcw.com
Founded: 1997

Parent company: McCann Healthcare Worldwide
Officers: Maureen Regan, Managing Partner; Rich Campbell, Strategic Partner; Brendan Ward, Creative Partner; Matthew West, VP/Chief Talent Officer; Nelson Hunter, EVP/COO
2011 Gross Income: $25 million to $40 million
Full-time Employees: 150 (2011) 150 (2010)
Healthcare accounts: AAFP, Alexion, BMS, Kowa/Lilly, Novartis Oncology, Sigma Tau
Number of Accounts gained: 2
Accounts gained: Elsevier, Sunstar
Number of Accounts lost: 5
Services: Regan Campbell Ward is a full-service healthcare agency. RCW is committed to developing ideas that are both strategic and creative - and through MediaDexterity, ideas are communicated across all channels, across the country and around the world.

McCann TL Managed Markets
20 Waterview Boulevard
 Parsippany, NJ 07054
Phone: 973-263-9100
Fax: 917-305-4272
E-mail: managed.markets@mccann.com
Web: www.tlmanagedmarkets.com
Founded: 2001
Parent company: McCann Health, 20 Waterview Boulevard, Parsippany, NJ 07054
Officers: Kim Wishnow-Per, EVP, Managing Director; Rob Thomas, VP, Creative Director; Michael Kape, VP, Strategic Communications; Karen Shoshan, VP, Account Group Supervisor; Mary Easterday, VP, Account Group Supervisor
2011 Gross Income: $5 million to $10 million

Number of Accounts gained: 4
Accounts gained: Teva Neuroscience: laquinimod; Astra Zeneca: Global; Genentech Access Solutions: pertuzumab; Janssen: Simponi U.C.

Number of Accounts lost: 1
Accounts lost: Teva Neuroscience: laquinimod (FDA filing was delayed)

Services: We evaluate the managed markets landscape to determine a medication's value — and place in the market. We work with our clients as their guide, by using our access intelligence, experience and connections to develop the strategies and solutions they need to shift the market.

New Hire Detail: Rob Thomas, VP, Creative Director

McCann Torre Lazur
20 Waterview Boulevard
 Parsippany, NJ  07054
Phone: 973-263-9100
Fax: 973-263-4113
Web: www.torrelazur.com
Founded: 1979
Parent company: Interpublic Group of Companies, 1114 Avenue of the Americas, New York, NY 10036
Officers: Marci Piasocki, CEO; Marcia Goddard, EVP Creative Director; Tatiana Lyons, EVP Director of Client Services; Mike Lawlor, CFO

Healthcare accounts: Actelion: Macitentan; Alexza Pharmaceuticals: AZ-004; Apatis Pharma Inc: Scandishake, Ultresa, Canasa, Apatis Patient Support; Bristol-Myers Squibb/Sanofi-Aventis: Plavix; GlaxoSmithKline: Advair, Avodart, Jalyn, Azerrra; Flovent, Fluticasone furoate + vilanterol inhalation powder, Tykerb, BRAF Inhibitor, MEK Inhibitor, Umeclidinium/vilanterol, Respiratory Care Connection, Ventolin HFA; GlaxoSmithKline/Steinfeld: Altabax/Altagro, Bactroban, Bectovate, Cultivate, Dermovate, Duac 3%, Taz, Evecin, Voltin, Exlina, Lusiq, Olex/Olux E, Soriatane, Sorilux, Verdeso, Vusion; Jazz Pharmaceuticals: Xyram; Teva Pharmaceuticals: Laquinimod, Global Copaxone; UCB Inc: Vimpat US and Global; Boehringer Ingelheim: Tradjenta, Jentadueto, BI201335, BI207127, HCv Franchise; Grifols: Albutein, Alphanate, Alphanine SD, Fliegbogam DIF, Gamunex-C, Hypernemus, Plasbumin, Plasmanate, Prolastin-C Liquid, Thrombate III; Shionogi: Cuvposa, Kapvay, Ulesfia

Number of Accounts gained: 30
Accounts gained: Alexza Pharmaceuticals: AZ-004; Apatis Pharma Inc: Canasa, Pylera, Apatis Patient Support; Boehringer Ingelheim: BI201335, BI207127, HCv Franchise; Grifols: Albutein, Alphanate, Alphanine SD, Fliegbogam DIF, Gamunex-C, Hypernemus, Plasbumin, Plasmanate, Prolastin-C Liquid, Thrombate III; GlaxoSmithKline: BRAF Inhibitor, MEK Inhibitor, Umeclidinium/vilanterol, Respiratory Care Connection, Ventolin HFA; GlaxoSmithKline/Steinfeld: Duac 3%, Onmel, Taz; Shionogi: Cuvposa, Kapvay, Ulesfia; UCB Inc: Vimpat (US and Global Interactive)

Number of Accounts lost: 3
Accounts lost: Boehringer Ingelheim Pharmaceuticals: Tradjenta: GlaxoSmith-Kline/Adolor: Entereg; Valeant Pharmaceuticals: Zovirax

Services: McCann Torre Lazur is a full-service professional advertising agency. The flagship agency of McCann Health, we are global and local: strategic; scientific; and creative leadership, branding, digital strategy, execution, innovative media, audio/video. We maximize brands from launch through life.

MCS Healthcare Public Relations
1420 US Highway 206, Suite 100
Bedminster, NJ  07921
Phone: 908-234-9900
Fax: 908-470-4490
E-mail: jeffh@mcspr.com
Web: www.mcspr.com
Founded: 1985
Officers: Joe Boyd, Chief Executive Officer; Jeff Hoyak, President; Todd Forte, Executive Vice President; Brian Thompson, Senior Vice President
2011 Gross Income: Under $5 million

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>Media Type</th>
<th>2011 Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional print ads</td>
<td>5%</td>
</tr>
<tr>
<td>Sales materials</td>
<td>25</td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>45</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>10</td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>15</td>
</tr>
</tbody>
</table>

Healthcare accounts: Helsinn: amanorelin; Upsher-Smith Laboratories: Divigel, Neurology pipeline; UCB Pharma: Neupro; UCB S.A.: Neupro

Number of Accounts gained: 2
Services: Market strategy and development; branding: core creative; fully integrated advertising and promotion (professional and patient); personal and non-personal sales support; promotional education

New Hire Detail: Rich Angelini, EVP & Creative Director; Terry Gladman, EVP & Director of Client Service

Divisions: Account Management, Marketing Strategy and Development, Digital Strategy and Development, Creative Strategy and Development

MCC Healthcare
200 State Street, 12th Floor
Boston, MA 02109
Phone: 617-482-8228
Fax: 617-482-4994
E-mail: info@mckhealthcare.com
Web: www.mckhealthcare.com
Founded: 2003

Officers: Michael McLinden, Partner, Chief Strategy Officer; Melissa Wojcik, Chief Operating Officer; Rich Angelini, EVP & Executive Creative Director; Terry Gladman, EVP & Director of Client Service
2011 Gross Income: Under $5 million

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>Media Type</th>
<th>2011 Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional print ads</td>
<td>5%</td>
</tr>
<tr>
<td>Sales materials</td>
<td>25</td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>45</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>10</td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>15</td>
</tr>
</tbody>
</table>

Healthcare accounts: Merck: Brinavess, Remicade, Simponi, Varapaxar; Genentech (Roche): Activase; CSL Behring; Bernert, Humate-F, RiaStat, Zofrma; MannKind Corporation: Afrezza; PDR Network; Head and Neck Cancer Alliance

Services: Recognized for its strategic and innovative focus, MCS has global experience in virtually every healthcare category, with special expertise in data and regulatory communications, media relations, corporate and business-to-business communications, and professional and patient advocacy relations.

FEATURED WORK
Creative/Account Team: Keith Finch, AD; Emil Peterson CW; Rich Angelini, Executive Creative Director
Media Team: Margot Anderson, McC Healthcare
Med Ad Agency
2843 Hopyard Road, #180
Pleasanton, CA 94588
Phone: 925-462-2900
Fax: 925-462-9100
E-mail: info@medadagency.com
Web: www.MedAdAgency.com
Founded: 2008
Officers: Molly Crawley, Principal
2011 Gross Income: Under $5 million

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional print ads</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Consumer print ads</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Direct marketing</td>
<td>20%</td>
<td></td>
</tr>
</tbody>
</table>

Services: Med Ad Agency provides award-winning specialty marketing projects, including social media marketing. As your needs expand, our well-established relationships enable us to provide you with trusted resources—from individuals to teams to agencies—to help you achieve your sales and marketing goals.

Medical Minds, Inc.
6535 Caminito Sinnecock
La Jolla, CA 92037
Phone: 858-459-3692
Fax: 925-777-5445
Web: www.med-minds.com
Officers: Lynn Nye, PhD, President; Art Nagano, Creative Director; Chuck Dexter, MS, Senior Medical Director; Jerry McMacken, Operations Manager
2011 Gross Income: Under $5 million

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales materials</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>60%</td>
<td>70%</td>
</tr>
<tr>
<td>Other</td>
<td>30%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Healthcare accounts: Boehringer Ingelheim: Patient Advocacy, Dexcom; SEVEN, Genoptix Medical Laboratory: Oncology Diagnostics, National Coalition for Cancer Survivorship, Cancer Survival Toolbox, Sequenta: Oncology Diagnostics, Tocagen: TOCA 511
Number of Accounts gained: 3
Accounts gained: Boehringer Ingelheim: Patient Advocacy, Sequenta: Oncology Diagnostics, Tocagen: TOCA 511
Services: Full-service marketing communications, branding, promotion, medical education, and patient advocacy.
New Hire Detail: Chuck Dexter, MS, Senior Medical Director

MicroMass Communications, Inc.
11000 Regency Parkway, Suite 300
Cary, NC 27518
Phone: 919-851-3182
Fax: 919-851-3188
E-mail: info@micromass.com
Web: www.micromass.com
Founded: 1994
Officers: Jeff Burkel, Partner; Alyson Connor, Partner; Phil Stein, Partner
2011 Gross Income: $5 million to $10 million

Healthcare accounts: Takeda: edarbi; United Therapeutics: Remodulin, Tyvaso, Living PAH; Acura Pharmaceuticals; Nexafed, Metagenics; GSK: Griffols: Gamunex; Quintiles; Auxilium
Services: Full service healthcare marketing agency with special and unique expertise in human health behavior—utilizing behavioral science to unlock insights into why people do what they do and how brands can create more profound connections with them. CRM, non-personal promotion and digital services.
Offices: Chicago, IL
The Navicor Group
480 Olde Worthington Road, Suite 200
Westerville, OH 43082
Phone: 614-543-6011
Fax: 614-543-9730
Web: www.navicorgroup.com
Founded: 2004
Parent company: inVentiv Health, 1 Van de Graaff Drive, Burlington, MA 01803
Officers: Garnett Dezember, President; Dave Querry, Executive VP, Managing Director; Marvin Bowe, Senior VP, Executive Creative Director; LeAnn Duncan Miller, VP Resource Management
Full-time Employees: 60 (2011) 52 (2010)
Healthcare accounts: Millennium: Velcade; Seattle Genetics: Adcetris; Takeda/AbbVie
Number of Accounts gained: 3
Accounts gained: Sigma Tau: pipeline; NovoCure: TTF Novo; OncoGeneX: pipeline
Services: Oncology continues to be a growth engine in a pharmaceutical industry increasingly focused in specialty areas. The Navicor Group was designed eight years ago as an agency to support exclusively the oncology/hematology markets and remains steadfast in its focus and expertise supporting that segment of the market.

New Hire Detail: Navicor continued to strengthen and expand its staff with Damon Owens, Vice President Account Services. Damon came from Bristol-Myers Squibb, where he held several positions, including Associate Director, ERBITUX; Associate Director, Spryclar; and Manager Oncology Strategic Marketing and Business Development. Frank Lescas joined Navicor as Account Director and comes from Dardine and Associates, where he held several positions, including Associate Director, ERBITUX; Associate Director, Spryclar; and Manager Oncology Strategic Marketing and Business Development. Frank Lescas joined Navicor as Account Director and comes from Dardine and Associates, where he was Director, Client Development; earlier he was with Interactive Network for Continuing Education.

Brent Bernstein also joined Navicor from Saatchi & Saatchi Healthcare Advertising, where he was Director, Client Development; earlier he was with Interactive Network for Continuing Education. Brent Bernstein also joined Navicor from Saatchi & Saatchi Healthcare Advertising, where he was Director, Client Development; earlier he was with Interactive Network for Continuing Education.

Brent joined Navicor from Saatchi & Saatchi Healthcare Advertising, where he was Director, Client Development; earlier he was with Interactive Network for Continuing Education. Brent Bernstein also joined

Navicor as Senior VP/Account Director. Brent joined the organization, with 19 years of experience specializing in US and international healthcare-brand commercialization, marketing, and strategic leadership. His oncology experience is extensive, including colorectal, breast, prostate, pancreatic, and non-small cell lung cancers. Brent joined Navicor from Saatchi & Saatchi Healthcare Advertising, where he was Senior Vice President, Management Supervisor. He also spent a number of years at Sudler and Hennessey, in its offices in both New York and Milan, Italy.

Ogilvy CommonHealth Worldwide
400 Interpace Parkway
Parsippany, NJ 07054
Phone: 973-352-1000
Fax: 973-352-1500
E-mail: matt.giegerich@ogilvy.com
Web: www.ogilvychw.com
Founded: 2010
Parent company: WPP, 27 Farm Street, London, W1J 5RJ UK
Officers: Matt Giegerich, Chairman & CEO, Ogilvy CommonHealth Worldwide; David Chapman, Managing Partner, Ogilvy CommonHealth Worldwide; Michael Parisi, Managing Partner, Ogilvy CommonHealth Worldwide; Marc Weiner, Managing Partner, Ogilvy CommonHealth Worldwide; Gloria Gibbons, President EMEA, Ogilvy CommonHealth Worldwide; Emma Sergeant, Managing Director Global Business/President AP & Latina, Ogilvy CommonHealth Worldwide; Susan DiDonato, EVP, Chief Talent Officer, Ogilvy CommonHealth Worldwide; Robert Saporito, EVP, Chief Financial Officer, Ogilvy CommonHealth Worldwide
2011 Gross Income: More than $100 million
Healthcare. Reckitt Benckiser Inc., Regency Therapeutics, Roche, Sanofi-Aventis, Sanofi Pasteur, Shire, Smith & Nephew, Teva Pharmaceuticals, Unilever, Valeant Pharmaceuticals, Vertex

Services: Brand identity and development; clinical trial recruitment; digital/interactive services; direct-to-consumer; direct-to-patient; global integration; managed care marketing; market research and analytics; media planning and buying; medical advertising and promotion; medical education; public affairs

New Hire Detail: Neil Contess, President, Ogilvy CommonHealth Consumer Care, Ogilvy CommonHealth Worldwide; Susan Byrne, Director of Client Services, Ogilvy Healthworld; Iyola Obayomi, Senior Director, Ogilvy Healthworld


Doherty, EVP, Managing Director; Sergio Dente, VP, Account Group Supervisor; Tina McGill, SVP, Creative Director; Michele Moss, SVP, Group Creative Director; Brenda Mollo, VP, Associate Creative Director; Patty O’Brien, Associate Creative Director; Renee Wentworth, Group Copy Supervisor; Heather Canova, Sr. Art Director

Why this ad is special: Allergy is a highly commoditized category dominated by product-centric communications. For 30 years, allergy products have positioned themselves the same way to professionals: “POWERFUL,” “FAST,” “NONSEDATING.” ZYRTEC chose to avoid features-and-benefits chest-beating, opting for a sufferer-centric approach that allows professionals to relate to their patients.

OnMessage
17304 Preston Road, Suite 1310
Dallas, TX  75252
Phone: 214-438-1106
E-mail: info@itsonmessage.com
Web: www.itsonmessage.com
Founded: 2001

Officers: James O’Gara, President & Founder; Fred Kersting, Managing Partner/Creative; Kim Smith, Managing Director/Creative; Emily Black, Managing Director/Messaging; Nancy Cantrell, Managing Director/Demand Generation Planning; Maria Colquitt, Director of Demand Generation Planning

Healthcare accounts: AmerisourceBergen Corporation; AmerisourceBergen Specialty Group, ION Solutions, Lash Group, ICS, AndersonBrecon, AmerisourceBergen Consulting Services, US Bioservices

Number of Accounts gained: 7
Accounts gained: AmerisourceBergen Corporation; AndersonBrecon, Corporate Marketing; Tiempo; ThirdHat Software; Tribridge; Transplace; Orametrix

Number of Accounts lost: 2
Accounts lost: The SCOOTER Store; ALM First
Services: OnMessage is a messaging platform company with a proven model for helping you develop a clear, compelling and consistent message. We create a messaging platform, then provide the employee training; demand generation and creative services to infuse that messaging inside and outside of your company.

New Hire Detail: Emily Black, Managing Director/Messaging

PACIFIC Communications
575 Anton Boulevard, Suite 900
Costa Mesa, CA  92626
Phone: 714-427-1900
Fax: 714-796-3039
E-mail: contact@pacificcommunications.com
Web: www.pacificcommunications.com

Founded: 1994
Officers: Ryan Abate, President; Craig Sullivan, Executive Vice President, Managing Director; Pete Siegel, Executive Vice President, Creative Director; Joe Abiad, Director of Finance & Agency Operations; James Marlin, Executive Manager, Agency Services; Henry Lee, Senior Vice President, Director of Client Services; Karen Melanson, Senior Vice President, Director of Client Services

2011 Gross Income: More than $100 million


Number of Accounts gained: 21

Accounts lost: Prometheus Laboratories: Celiac Plus, Crohn’s Prognostic, IBS Diagnostic, Lotrexen, MyCeliacID, Thiopurine Metabolites, TPMT Enzyme, TPMT Genetics

Services: PACIFIC Communications represents clients with products in pharmaceuticals, biotechnology, diagnostics, over-the-counter, medical devices, medical services and consumer health.

New Hire Detail: Joe Abiad, Director of Finance & Agency Operations

Palio
260 Broadway
Saratoga Springs, NY 12866
Phone: 518-584-8924
Fax: 518-583-1560
E-mail: mmyers@palio.com
Web: www.palio.com
Founded: 1999
Parent company: inVentiv Health, 1 Van de Graaff Drive, Burlington, MA 01803

On Message: a message that is a one-stop infusion company with a proven model for helping you develop a clear, compelling and consistent message.
officers: Ed Decker, VP, Director of Financial Services; Lori Goodale, Director of Corporate Relations; John Guarino, SVP, Managed Markets & payer Strategy; Mary Kate Hallahan, VP, Human Resource Manager; Paul Johnson, SVP, Managing Director of Client Services; Todd LaRoche, EVP, Managing Director of Creative; Guy Mastrion, Chief Global Creative Officer; Mike Myers, President; Andy Smith, EVP, General Manager, Director of Global Operations; Uwe Tigor, MD, EVP, Chief Medical Officer; Carl Turner, SVP, Director of Insight & Brand Strategy


Healthcare accounts: Abbott Laboratories: Creon; Amylin Pharmaceuticals, Bydureon, Bydureon Managed Markets, Byetta, Byetta+Insulin Glargine, Byetta Managed Markets Corporate Managed Markets; Astellas US Pharma: Managed Markets, Protopic/US/Glaxo/; Avanir Pharmaceuticals: Nuedesta, Managed Markets; Biogen Idec Inc.: Avonex, PEG IFN: Duchesnay; Endo Pharmaceuticals: Frova, Opana ER, Voltaren Gel; Gilead Sciences Inc.: Without Exception Campaign, Managed Markets; QUAD, Complera Direct to Patient; NexWave Pharma: Nexiclon Managed Markets, Corporate Managed Markets, NWP06, NWP06 Managed Markets; Roche: Corporate; Blood Gas Monitor Franchise; Shire US Inc.: Fosrenol, Managed Markets; URL Pharma: Colcrys; Vertex: Corporate Managed Markets, Incivex Managed Markets

Number of Accounts gained: 28
Accounts gained: Amylin Pharmaceuticals: Bydureon Managed Markets, Byetta+Insulin Glargine, Byetta Managed Markets Corporate Managed Markets; Avanir Pharmaceuticals: Managed Markets; Baxter Healthcare Corp.: Specially Therapies Franchise, Painfulus Cathether, Biogen Idec Inc.: PEG IFN; Endo Pharmaceuticals: Frova, Opana ER, Voltaren Gel, Consumer Centric Marketing: ePocrates: Enterprise Group; Gilead Sciences Inc.: Global HIV Franchise, Without Exception Campaign, Managed Markets, QUAD, Complera; NexWave Pharma: Nexiclon, Nexcelon Managed Markets, Corporate Managed Markets, NWP06, NWP06 Managed Markets; Shire US Inc.: Managed Markets; Teva Pharmaceutical Industries: Managed Markets; Vertex: Corporate Managed Markets, Incivex Managed Markets

Number of Accounts lost: 3
Accounts lost: Baxter Specially Therapies, Baxter Painfulus Cathether, Biogen BG12

Services: We do great work across all mediums that connects brands to customers

New Hire Detail: Joseph Ford, VP, Insight & Brand Strategy; Adam Kesselman, VP, Account Director; Mary Lee MacKichan, PhD, VP, Account Director; Saul Morse, VP, Multichannel Integration; Sacha Ward Schroeder, SVP, Account Services

Offices: 254 Broadway, Saratoga Springs, NY 12866

PIVOT Healthcare Communications
9 Campus Drive
 Parsippany, NJ 07054
Phone: 973-984-3333
Fax: 973-984-3372
Web: www.pivothealthcare.com
Founded: 2006
Officers: Cindy Schermerhorn, President & CEO; Kerry Cavender, SVP, Director Client Services; Anthony Cannon, CFO

Healthcare accounts: Cryo-Save: Cryo-Lip launch; Daiichi-Sankyo: Evoxac; Regeneron: ARCALYST; Warner-Chilcott: Actonel, Asacol, Asacol HD, Atelvia, Doryx, Enablex, Esbnox Cream, Femring, Loestrin 24 Fe, Lo Loestrin Fe

Services: PIVOT is an independent, full-service professional ad agency. We offer strategic planning, brand, advertising and promotion, DTP/patient education, digital and managed markets promotion. Efficient and nimble, clients find our approach to business refreshing. Find out what you’ve been missing.

Director, Art: Julia Sanders, Account Group Supervisor
Why this ad is special: Arresting, uncluttered, and sophisticated, the campaign at once conveys the innovation and promise of stem cell banking for future cosmetic enhancement procedures.

Creative/account team: Diana Rogers, Associate Creative Director, Copy; Jonathan Navarro, Associate Creative Director; Art; Julia Sanders, Account Group Supervisor

Publicis Healthcare International
79 Madison Avenue
New York, NY 10016
Web: www.publicishealthcare.com
Founded: 1996
Parent company: Publicis Healthcare Communications Group
Officers: Roberto Ascione, President
2011 Gross Income: $15 million to $25 million


Services: Strategy and consulting; digital communications; solutions and technology

Publicis Life Brands Medicus
1675 Broadway, 5th Floor
New York, NY 10019
Phone: 212-468-3100
Fax: 212-468-3222
E-mail: lisa.ebert@publicislifebrands.com
Web: www.medicuslifebrands.com
Founded: 1972
Parent company: Publicis Healthcare Communications Group
Officers: Lisa Ebert, EVP, Managing Director; Nick Manganiello, EVP, Chief Creative Officer; Linda Bennett, EVP, Director of Account Services; Eric Dickman, SVP, Director of Account Services; Tracey O’Brien, SVP,
Director of Account Services

2011 Gross Income: $40 million to $65 million

Healthcare accounts: Abbott; Humira, A brand in development in CNS; AstraZeneca; Symbricor, Pulmocort Flexhaler, Pulmocort Respules; AstraZeneca/BMS: Daclizumab Global; Medad Johnson; Enfamil; Boehringer Ingelheim; Afatinib & BI Oncology Franchise; LungLLC: Adcirca; Novartis; Gilenya, Extavia; Procter & Gamble; Align, Crest/Oral B, Vicks, Metamucil, Prilosec OTC; sanofi: Allegra, Multi- taq; United Therapeutics: Tyvaso, Remodulin

Number of Accounts gained: 7
Accounts gained: AstraZeneca: Pulmocort Flexhaler, Pulmocort Respules; Abbott: A brand in development in CNS; Novartis: Gilenya, Extavia; United Therapeutics: Remodulin; Procter & Gamble: Vicks

Number of Accounts lost: 2
Accounts lost: Auxilium Pharmaceuticals: Xiaflex; Shionogi: Prenate, Kapvay, Ulesia Lotio, Cuvposa

Services: Medicus creates meaningful customer engagement to foster relationships that build brands. We are a full-service agency that delivers expertise across the range of channels in print and digital media.

Publicis Touchpoint Solutions, Inc.
1000 Floral Vale Boulevard, Suite 400
Yardley, PA 19067
Phone: 215-525-9800
Fax: 215-525-9800
E-mail: impact@TouchpointSolutions.com
Web: www.TouchpointSolutions.com
Founded: 1987
Parent company: Publicis Healthcare Communications Group, 1675 Broadway, 8th Floor, New York, NY 10019
Officers: Rick Keefe, President; Michelle Keefe, Chief Operating Officer; Betsy Lane, SVP, Marketing & Communications; Steve DeMorro, VP, HR, Recruiting & Health Education; Eileen May, SVP Operations; Al Pavucek, CFO; Susan Johnson, VP Client Services; Maria Woods, Esq., Executive Director, Chief Compliance Officer; Doug Young, PhD, Vice President, Touchpoint Clinical Solutions

2011 Gross Income: More than $100 million

Healthcare accounts: Publicis Touchpoint Solutions currently supports approximately 40 clients in the life sciences industry which includes being a preferred partner with 13 of the top 20 global pharmaceutical companies. Within our service portfolio we design custom solutions for both patients and healthcare professionals.

Number of Accounts gained: 11
Accounts gained: Publicis Touchpoint Solutions gained 11 new clients and maintained approximately 20 current clients.

Services: Publicis Touchpoint Solutions provides a comprehensive array of multichannel message delivery solutions and affiliated support services to the life sciences industry. Teams can be in field to inside and from promotional to clinical.

New Hire Detail: Michelle Keefe joined Publicis Touchpoint Solutions as of February 1, 2012. Ms. Keefe manages all aspects of Publicis Touchpoint Solutions’ commercial business with responsibility for the company’s P&L. She plans and develops strategic business direction, corporate objectives, operating efficiencies and company budgets.

Purohit Navigation
111 S. Wacker Drive, Suite 4700
Chicago, IL 60606
Phone: 312-341-8100
Fax: 312-341-8119
E-mail: purohit@purohitnavigation.com

Web: www.purohitnavigation.com
Officers: Anshal Purohit, President/CEO; Anshal Purohit, EVP, Strategic Development; Kim Hogen, EVP, Controller, Monica Noce Kanarek, EVP, Creative

Number of Accounts gained: 12
Number of Accounts lost: 1
Services: Purohit Navigation (purohitnavigation.com) is a full-service, independent unified healthcare brand solutions company committed to applying a unique platform for creatively navigating the full potential of small-to-midsized specialty brands. The comprehensive approach employs the strategic utilization of multi-channel services—strategy, market research, advertising, promotional education, and interactive—to help chart brand success for their clients. For more information about Purohit Navigation and its services, contact Anshal Purohit at purohit@purohitnavigation.com.

Divisions: Fact Flow Research

Razorfish Health
The Wanamaker Building
100 Penn Square East, 4th Floor
Philadelphia, PA 19107
Phone: 267-295-7100
Fax: 267-295-7101
Web: www.razorfishhealth.com
Founded: 2010
Parent company: Publicis Healthcare Communications Group, 1675 Broadway, 8th Floor, New York, NY 10019
Officers: Katy Thorbahn, Managing Director

2011 Gross Income: $15 million to $25 million
Full-time Employees: 100 (2011) 90 (2010)

Healthcare accounts: Aetna, Biogen, ExpressScripts, Forest, Genentech, Genoma, Johnson & Johnson, Pfizer, Rite-Aid, Sanofi-Aventis, Takeda, URL Pharma
Number of Accounts gained: 3
Services: Digital experiences, digital media/search, performance management/ custom insights

Red House Global Brand Architects
10 Roswell Street, Suite 200
Alpharetta, GA 30009
Phone: 770-475-2103
Fax: 770-475-2104
E-mail: steve@redhouseusa.com
Web: www.redhousehealthcare.com
Founded: 2001
Officers: Dan Hansen, Steve Reeves
U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional print ads</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Sales materials</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>33</td>
<td></td>
</tr>
<tr>
<td>Direct marketing</td>
<td>50</td>
<td></td>
</tr>
</tbody>
</table>

Healthcare accounts: AT&T ForHealth, DebMed, Liquiband, McKesson Specialty Health, McKesson Technology Solutions, The TriZetto Group
Number of Accounts gained: 3
Number of Accounts lost: 1
Services: Strategic business development and nurturing, brand strategy, sales enablement, online and offline marketing services.

**RenaVatio Healthcare Communications**

27-29 Cambridge Lane
Newton, PA 18940
Phone: 215-968-8890
Fax: 215-968-4081
E-mail: larry.iaquinto@renavatiogroup.com, sheila.gerus@renavatiogroup.com
Web: www.renavatiogroup.com
Founded: 2007
Officers: Larry J. Iaquinto, Principal, Brand Strategist; Sheila Gerus, Principal, Brand Strategist; Celine Darche, Director of Operations; Lee Frailey, Jessica Wong
Creative/account team: Melissa Wendt, Sara Frailey, Jessica Wong
Why this ad is special: This interactive calculator served as a platform to engage prospects at multiple levels and was promoted in both online and print media to drive traffic and generate numerous qualified leads, ultimately capturing specific information that put sales in a better position to engage.

**Featured Work**

**Description:** TeamHealth Financial Impact Calculator, targeted to hospital C-levels looking to outsource their Emergency Department Services

**Creative/account team:** Melissa Wendt, Sara Frailey, Jessica Wong

**Why this ad is special:** This interactive calculator was promoted in both online and print media to drive traffic and generate numerous qualified leads, ultimately capturing specific information that put sales in a better position to engage.

**Healthcare accounts:** Abbott Point of Care: i-STAT System, i-STAT Wireless; Bristol-Myers Squibb Co.: Early development oncology compounds; NuLOX: Interpace BioPharma; Hydrogen; Ipsen: Somatuline Depot; Meda Pharmaceuticals Inc.: Astepro, Cesamet, Dymista, Muse, Onsolis, Proctofoam, Cortifoam

**Services:** Renavatio Healthcare Communications supports the early development, prelaunch, launch and lifecycle marketing of specialty pharmaceutical brands. It offers strategic, scientific, and advertising services: brand strategy and positioning, creative concepts, advertising/promotional materials, and more.

**Officers:** Managing Partners: George Courides, Bruce Epstein, Bruce Medd, Brian Wheeler
2011 Gross Income: $10 million to $15 million
Full-time Employees: 55 (2010)

**Healthcare accounts:** Aptalis: Canasa; Bausch & Lomb Pharmaceuticals Inc.: Aelix, Besivance, Besivance Peds, Lotemax, Loteprednol, Retisert, Zigan, Zylet; Daichi Sankyo Inc.: Various; Enzon Pharmaceuticals Inc.: Oncaspar; Eslilor of America Inc.: Accolade, Crizal, Definity, Eslilor PALs, Materials, PALs, Transitions V, Tru-Clear; Kinetic Concepts, Inc. (KKCI): Marketing Strategy; Merck & Co.: Axelson, Cincadas, Invanz, Primoxin; Novartis Pharmaceuticals Corp.: Coartem, Corporate, Fanapt, Myfortic, Neoral, Simulate, Xolair, Novo Nordisk Inc.: Levemir; Ortho-McNeil/Janssen; Multiple Brands; Somaxon Pharmaceuticals Inc.: Silenor; Stryker Corp.: Navigation, Pre-op Navigation System; Watson Pharmaceuticals Inc.: ella, Generess Fe.
Number of Accounts gained: 11
Number of Accounts lost: 1
Accounts lost: Enzon; Oncaspar (company was sold)
Services: Professional promotion, peer-to-peer communications, professional and consumer social media and relationship marketing, managed markets, web development, consumer advertising
Offices: Pennsylvania, California
Divisions: RevHealth Digital, RevHealth Managed Markets, RevHealth Consumer, First Amendment

**Rhycom**

10975 Grandview Drive, Suite 650
Overland Park, KS 66210
Phone: 913-451-9102
Fax: 913-451-9106
E-mail: info@rhycom.com
Web: www.rhycom.com
Founded: 1999
Officers: Rick Rhynier, President
2011 Gross Income: Under $5 million
Full-time Employees: 15 (2010)

Healthcare accounts: Xenotech, ABC Labs, ViraCorIBT, Tutera, UBC, Global Medical Direct
Number of Accounts gained: 7
Rosetta Healthcare Advertising
100 American Metro Boulevard
Hamilton, NJ 08619
Phone: 609-689-6141
Fax: 609-631-0184
E-mail: shannon.hartley@rosseta.com
Web: www.rosseta.com
Founded: 1998
Parent company: Publicis Groupe, 133 avenue des Champs Elysees, Paris, 75008 France
Officers: Shannon Hartley, Managing Partner, Healthcare Vertical Lead; Patti Habig, Managing Director Account Management; Brian Lucotch, Chief Technology Officer; Patrick McDaniel, Partner, Rosetta Consulting Practice; Martin O’Brien, Partner, Strategic Planning; Auge Reichenberg, Executive Creative Director; Karl Tiedemann, Partner, Account Management; Kieran Walsh, Partner, Account Management; John Weyrauch, Managing Director Account Management

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional digital/web/mobile</td>
<td>60%</td>
<td>50%</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>40</td>
<td>50</td>
</tr>
</tbody>
</table>

Healthcare accounts: Allergan EU: Juvederm, Botox, Natrelle, Optive; Amgen: Prolia; Beiersdorf; Bristol-Myers Squibb: Nulojix, Onglyza, Plavix; Merck & Co.; Forest Laboratories, Inc.; Bystolic, Teflaro, Vibryd, Acetadote, Calderal, Cristaloise; Merz: Xeomin; Pfizer: Prevenar 13; Purdue Pharma: OxyConitin; Butrans, Intermezzo, Purdue Corporate; Sanofi: Genzyme Biosurgery - Synvisc One/Synvisc, Genzyme International - Synvisc One/Synvisc, University Hospitals; Takeda: Uloric
Number of Accounts gained: 9

Accounts gained: Beiersdorf, Forest Laboratories, Inc.; Acetadote, Calderal, Cristaloise; Merz: Xeomin; Pfizer: Prevenar 13; Purdue Pharma: OxyConitin; Butrans, Intermezzo, Purdue Corporate; Sanofi: Genzyme Biosurgery - Synvisc One/Synvisc, Genzyme International - Synvisc One/Synvisc, University Hospitals; Takeda: Uloric
Number of Accounts gained: 9

Services: Rosetta is a consulting-centered interactive agency specialized in creating a powerful level of engagement between brands and their customers through strategic insights, ideas and programs and technology. Rosetta’s services include brand marketing strategy, insights and segmentation, mobile and connected devices, customer relationship management, optimization & analytics, Web design and development, search and online media, offline channel integration, technology enablement and social media strategy.

New Hire Detail: Auge Reichenberg, Healthcare Executive Creative Director joins Rosetta from DraftFCB where she was EVP, Group Creative Director for Healthcare. Auge brings with her a litany of healthcare expertise, in both online and offline, for consumer and professional clients. She is a member of our Healthcare Leadership Team and will be working to build current and new client relationships through award-winning creative programs. Kieran Walsh, Partner, Account Management recently joined Rosetta from WCG where he served as a Managing Partner. Kieran will focus on leading number of key client accounts and driving new business opportunities for the agency. Kieran brings a deep knowledge on how to harness professional and consumer insights and apply those to personalized marketing programs for his clients. Kieran is also a member of our Healthcare Leadership Team.

Offices: New York; Cleveland; Toronto; Cleveland; Chicago; San Francisco; San Jose; San Louis Obipso; Los Angeles; Orange County

Divisions: Healthcare; Consumer Technology & Entertainment; Consumer Products & Retail; Financial Services and Business-to-Business (B2B)

Parent company: Elixir Advertising, Inc., 211 B Progress Drive, Montgomeryville, PA 18936
Officers: Jay Bolling, CEO; David Zaritsky, President; Craig Little, EVP General Manager; Kurt Mueller, EVP Chief Digital & Science Officer
2011 Gross Income: $5 million to $10 million
Full-time Employees: 49 (2011) 54 (2010)

Healthcare accounts: Actelion Pharmaceuticals: Tracelear, Ventavis; BMS: Yervoy, Baracluide; Cumberland Pharmaceuticals: Acetadote, Caldoctor, Cristaloise; Merz: Xeomin; Pfizer: Prevenar 13; ViroPharma: Vancocin
Number of Accounts gained: 3

Accounts gained: BMS: Baraclude; Merz: Xeomin
Number of Accounts lost: 3

Accounts lost: Acclarent: Balloon Sinuplasty, Topaz Pharmaceuticals: ivermectin

Services: Business/brand planning; franchise planning; hyper-marketing; marketing optimization; targeted physician, consumer and patient marketing; relationship marketing (CRM, eCRM, social CRM); non-personal promotion; digital marketing strategies from concept to completion.

New Hire Detail: David Zaritsky, President

Rx EDGE Pharmacy Networks
111 Water Street
East Dundee, IL 60118
Phone: 847-879-6036
Fax: 847-437-0680
E-mail: info@rx-edge.com
Web: www.rx-edge.com
Founded: 2000
Officers: Jim O’Dea, President & CEO; Michael Byrnes, Vice President; Kathleen Bonetti, Vice President, Marketing; Rob Blazek, Senior Director, Business Development & Network Strategies

Services: With programs designed to address both patient acquisition and adherence objectives, Rx EDGE Pharmacy Networks gives pharmaceutical companies access to patients through networks encompassing over 30,000 retail pharmacies. Flagship products are Solutions at the Shelf and HealthTrack.

Saatchi & Saatchi Health Communications
375 Hudson Street
New York, NY 10014
Phone: 212-463-3400
Fax: 212-463-4544
E-mail: anders.ekman@saatchihealth.com
Web: www.saatchihealth.com/ry
Founded: 1942
Parent company: Publicis Healthcare Communications Group, 1675 Broadway, 8th Floor, New York, NY 10019
Officers: Anders Ekman, Managing Director; John Kalimtzis, SVP; Jennifer Samuels, SVP; Steven Libenson, SVP; Jayne Fanelli, SVP; Kieran Corrigan, SVP; Gregory Gross, VP; Vincent Italiano, VP; Charles Van Deventer, VP
2011 Gross Income: $25 million to $40 million

Healthcare accounts: Sanofi: Ciprol, Eltrek, Jevtana, Leukine, Mozobil, Oncology Franchise, Thymo, Zaltrap, Eligard; Novartis: secukinumab; Eisai: farletuzumab; Salix: Solaris; Pfizer: Arthrotec, Zmax, Levoxyl; Global cardiology brand; AZ: Nexium, Seroquel XR; Abbott Diabetes: Freestyle, Insulinx; Takeda: Amitiza; Merck: Asmonex, Nasonex, Provilent, Clarinex, Maxalt, Avelox
Number of Accounts gained: 5

Accounts gained: Sanofi: Mozobil, Ciprol, Thymoglobin
Number of Accounts lost: 3
Accounts lost: Merck: ridaforolimus (network consolidation); Sanofi: Aubagio (network consolidation); Pfizer: Torisel
Services: Customer and positioning strategy; creative platforms and campaign development; content creation and deployment; cross-channel execution; analytics and optimization
New Hire Detail: Anders Ekman, Managing Director; Steven Libenson, SVP, Strategy

Saatchi & Saatchi Science
1000 Floral Vale Boulevard, 4th Floor
Yardley, PA 19067
Phone: 215-525-8900
Fax: 215-860-5193
E-mail: annemariearmstrong@saatchiscience.com
Web: www.saatchiscience.com
Founded: 1996
Parent company: Publicis Healthcare Communications Group, 1675 Broadway, 8th Floor, New York, NY 10019
Officers: Annemarie Armstrong, Managing Director; Melanie Jenter, EVP, Managing Supervisor; Margaret Harris, VP Creative Director; Josh Tumelty, VP Creative Director; Gail Daltry, SVP Creative Services Director; Alan Wilson, Finance Director; Kate Mikhailov, Human Resources Manager
2011 Gross Income: $15 million to $25 million
U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional print ads</td>
<td>25%</td>
</tr>
<tr>
<td>Sales materials</td>
<td>25</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>25</td>
</tr>
<tr>
<td>Other</td>
<td>25</td>
</tr>
</tbody>
</table>

Healthcare accounts: AstraZeneca; American Veterinary Medical Foundation; Merck; Pfizer; sanofi pasteur; sanofi-aventis
Number of Accounts gained: 2

Scout Marketing
3391 Peachtree Road NE, Suite 105
Atlanta, GA 30326
Phone: 404-917-2688
E-mail: asteggall@findscout.com
Web: www.findscout.com
Founded: 1999
Officers: Allen Stegall, Executive Director of Strategy/Principal; Raffi Siyahian, Executive VP/Principal; Jennifer Brekke, CEO/Principal; Bob Costanza, Executive Creative Director/Principal
2011 Gross Income: $5 million to $10 million
U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional print ads</td>
<td>20%</td>
</tr>
<tr>
<td>Sales materials</td>
<td>15</td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>15</td>
</tr>
<tr>
<td>Consumer print ads</td>
<td>5</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>5</td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>5</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>10</td>
</tr>
</tbody>
</table>

Healthcare accounts: Amylin Pharmaceuticals; Bydureon professional ed, Byetta professional ed, Symlin AOR; Jazz Pharmaceuticals; Pratt AOR; Lundbeck: Onfi AOR, Corporate; WellSpring Pharmaceuticals: various brands
Number of Accounts gained: 3

Sentrix Health Communications
230 Park Avenue South
New York, NY 10003
Phone: 212-771-1300
Fax: 212-771-1313
E-mail: june.carnegie@sentrixhealth.com
Web: www.SentrixHealth.com
Founded: 2000
Parent company: Sudler & Hennessey, 230 Park Avenue South, New York, NY 10003
Officers: June Carnegie, EVP, Managing Director; Cheryl Fielding, SVP, Group Account Director; James Frankel, SVP, Creative Director; Eduardo Torres, Associate Creative Director

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional print ads</td>
<td>30% 10%</td>
</tr>
<tr>
<td>Sales materials</td>
<td>10 5</td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>40 25 15 10</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>5 5</td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>5 5</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>5 10</td>
</tr>
<tr>
<td>Public relations</td>
<td>20 35</td>
</tr>
</tbody>
</table>

Number of Accounts gained: 3

Accounts gained: Baxter Healthcare Corp./Baxter Biopharmaceuticals: Glassia; Genzyme, A Sanofi Company—Genzyme Global Cardiovascular Franchise: Kynamro

Services: Siren Interactive’s relationship marketing offering includes launch strategy, brand experience and digital program planning; online/offline marketing integration; patient/caregiver and HCP audience research insights; search engine marketing (SED & PPC), medical content development, disease education

New Hire Detail: Chuck Strand, Marketing Manager; Megan Gilmore, Account Executive; Heather Bridick, Content Strategist

Offices: Philadelphia, PA

FEATURED WORK
Description: This infographic was created to address some of the many symptoms of acute intermittent porphyria (AIP) that resemble symptoms of other conditions that are more common. AIP patients are often misdiagnosed, which is why this rare disease is sometimes called “the little imitator.”

Creative/Account Team: Creative director, Margaret McIntyre; Content strategist, Pam Todd; Art director, Yijing Zhang, Jason Stewart; Project manager, Jason Ross; Account director, Stacy Busking; Account executive, Megan Gilmore; VP of account services, Katie Mihelich

Why this ad is special: The creative theme of this infographic for AIP reinforces the designation of the rare disease as “the little imitator” through various images of masked characters and a graphic style that engages the patient population (primarily women). The infographic has been well received in the online community, with patients even sharing it on Pinterest.

President of Business Development: Katie Mihelich, Vice President of Account Services: Doug Strubel, Vice President of Operations 2011 Gross Income: $5 million to $10 million


Healthcare accounts: Baxter Healthcare Corp./Baxter Bioscience: Advate, Recombinate, Hemophilia Portfolio Relationship Marketing; Baxter Healthcare Corp./Baxter Biopharmaceuticals: GammaGard Liquid, Albumin/Vlexbumin, Ceprotin, Aralast, Immune Disease, Glassia; Endo Pharmaceuticals Inc.: Pre-launch; Lundbeck Inc.: Panhematin, Corporate: National Organization for Rare Disorders; Rare Disease Day Awareness, Corporate Web Strategy; Genzyme, A Sanofi Company—Genzyme Global Cardiovascular Franchise: Kynamro

Number of Accounts gained: 3

Accounts gained: Baxter Healthcare Corp./Baxter Biopharmaceuticals: Glassia; Genzyme, A Sanofi Company—Genzyme Global Cardiovascular Franchise: Kynamro; Lundbeck Inc.: Corporate/Huntington’s Disease

Services: Siren Interactive’s relationship marketing offering includes launch strategy, brand experience and digital program planning; online/offline marketing integration; patient/caregiver and HCP audience research insights; search engine marketing (SED & PPC), medical content development, disease education

New Hire Detail: Chuck Strand, Marketing Manager; Megan Gilmore, Account Executive; Heather Bridick, Content Strategist

Offices: Philadelphia, PA

The Signature Agency
4601 Six Forks Road, Suite 103
Raleigh, NC  27609
Phone: 919-878-8899
Fax: 919-878-3939
E-mail: info@signatureagency.com
Web: www.signatureagency.com
Founded: 1987
Officers: Sid Reynolds, President; Anne Shelton, Vice President
Full-time Employees: 10 (2011) 10 (2010)

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional print ads</td>
<td>5% 10%</td>
</tr>
<tr>
<td>Sales materials</td>
<td>10 5</td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>40 25 15 10</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>5 5</td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>5 5</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>5 10</td>
</tr>
<tr>
<td>Public relations</td>
<td>20 35</td>
</tr>
</tbody>
</table>

Number of Accounts gained: 4

Services: Public relations, branding, advertising, digital communications
New Hire Detail: Michele Temple, RN, CPHRM, Senior Healthcare Consultant - Healthcare Performance/Safety Training and Communications

Simon Does
350 Bleecker Street, Suite LK
New York, NY 10014
Phone: 212-924-7725
Fax: 212-924-7726
E-mail: info@simondoes.com
Web: www.simondoes.com
Founded: 1996

Sireni Interactive
1100 Lake Street, Suite 140
Oak Park, IL 60301
Phone: 708-763-0763
Fax: 708-763-0778
E-mail: contact@sireniinteractive.com
Web: www.sireniinteractive.com
Founded: 1999
Officers: Wendy White, Founder & President; Frieda Hernandez, Vice President
Full-time Employees: 15 (2011) 15 (2010)

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional digital/web/mobile</td>
<td>25% 10%</td>
</tr>
<tr>
<td>Consumer broadcast</td>
<td>10</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>25 30</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>

Healthcare accounts: Acro Pharmaceutical Services; CarePartners Plus; Caron Treatment Centers; GeneWize; Guava Healthcare; Intelliskin; NB Therapeutics; One
StoneArch Creative
710 South 2nd Street, 7th Floor
Minneapolis, MN 55401-2294
Phone: 612-379-4678
Fax: 612-379-7988
E-mail: Nkatopodis@stonearchcreative.com
Web: www.stonearchcreative.com
Founded: 1984
Officers: Jessica Boden, President; Jerrold Gershon, CEO; Judy Kessel, Owner and Chairman of the Board; Nikos Katopidis, Director, Client Services; Ellen Schuller, Director, Strategy; Brian Gezella, Director, Finance & Operations; Phil Hoch, Creative Director
2010 Gross Income: $5 million to $10 million

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional print ads</td>
<td>15%</td>
</tr>
<tr>
<td>Sales materials</td>
<td>10</td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>15</td>
</tr>
<tr>
<td>Consumer print ads</td>
<td>15</td>
</tr>
<tr>
<td>Consumer broadcast ads</td>
<td>5</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>5</td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>20</td>
</tr>
<tr>
<td>StoneArch meetings</td>
<td>15</td>
</tr>
</tbody>
</table>

Number of Accounts gained: 6
Accounts gained: Baxter Healthcare Corporation, North Memorial Hospital, Gambro, Bioweenus
Services: StoneArch works with industry-leading medical device and healthcare companies from around the world, driving brand strategy, creative and measurement across media platforms. We speak our clients’ language, make sense of complex clinical claims and navigate comfortably through legal and regulatory. We find the humanity in the most advanced technologies and relentlessly communicate their value to those whose lives or livelihoods depend on them. By helping our clients realize their vision, we have a front row seat to the amazing advancements in healthcare and quality of life across the globe.

New Hire Detail: Phil Hoch, Creative Director; Mara Staiger, Learning Director
Divisions: Marketing Communications & Advertising, StoneArch Learning, StoneArch Meetings

Sudler & Hennessey
230 Park Avenue South
New York, NY 10003
Phone: 212-614-4100
Fax: 212-598-6907
Web: www.sudler.com
Founded: 1941
Parent company: WPP, 100 Park Avenue South, New York, NY 10003
Officers: Jed Beitzer, Chairman & CEO Worldwide; Ellen Goldman, Chief Financial Officer; Max Jackson, CEO EMEA & APAC; Louisa Holland, Co-CEO the Americas; Rob Rogers, Co-CEO the Americas
Services: The Sudler network is a global healthcare marketing and communications organization, that provides the following: account services, creative services (creative direction, art, copy, graphic design and studio services, editorial, Web design and optimization, interactive media, retouching), strategic planning and market analytics (strategic planners, medical directors, digital strategists, relationship marketing, patient marketing, online community development, data analytics, research, information services), support services (production planning, information architects, user experience and developers, art buying, project management, administrative, finance and accounting, medical library), managed markets, training and education, regulatory and compliance guidance, e-health strategies, scientific writing, speaker bureau management, and medical education.

Officers: Warren, NJ; North Wales, PA; San Francisco, CA
Divisions: Sudler Digital, Precept Medical Communications, IntraMed Medical Group, Current Medical Directions, HealthAnswers, Imprint Science, e-Health Group

STRIKEFORCE Communications
366 W 11th Street, Suite 4F, New York, NY 10014
1 Little West 12th Street, New York, NY 10014
Phone: 917-475-1876
Fax: 917-475-1876
E-mail: mrutstein@strikeforcenyc.com
Web: www.strikeforcenyc.com
Founded: 2009
Officers: Mike Rutstein, Founder and CEO; Patricia Prugno, Partner, Managing Director; Amanda VanDoore, Partner, Executive Creative Officer

2011 Gross Income: $5 million to $10 million

U.S. billings breakdown by media/source

<table>
<thead>
<tr>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional print ads</td>
<td>20%</td>
</tr>
<tr>
<td>Sales materials</td>
<td>30</td>
</tr>
<tr>
<td>Consumer print ads</td>
<td>20</td>
</tr>
<tr>
<td>Consumer broadcast</td>
<td>20</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>10</td>
</tr>
</tbody>
</table>

Number of Accounts gained: 3
Accounts gained: Teva Women’s Health: ParaGard DTC, ParaGard HCP; Teva Biologics: Tev-Tropin
Services: STRIKFORCE offers a full suite of services across the consumer, and professional markets including: Marketplace and Brand Assessment, Insight Mining, Positioning, Strategy & Message Development, Go to market Strategy & Planning, Campaign Development & Execution, CRM, Interactive, Data & Analytics

Targetbase
7850 North Belt Line Road
Irving, TX 75063
Phone: 336-665-3800
Fax: 336-665-3855
Web: www.targetbase.com
Founded: 1979
Parent company: Omnicom Group Inc, 437 Madison Avenue, New York, NY 10022
Officers: Mark Wright, President/CEO; Kimberley Walsh, EVP/Creative; Beth Kuykendall, EVP/Strategy & Analytics; Robin Retten, EVP/Managing Director; Ed Forman, EVP/CTO
2011 Gross Income: $10 million to $15 million
Topin & Associates, Inc.
205 North Michigan Avenue, Suite 2315
Chicago, IL  60601-5923
Phone: 312-645-0100
Fax: 312-645-0120
E-mail: atopin@topin.com
Web: www.topin.com
Founded: 1982
Officers: Alan Topin, President; Abby Mansfield, SVP/Creative Director; John Diaz, VP/Creative Director; Tanja Noren, VP/Account Director; Betsy Kramer, VP/Account Director
2011 Gross Income:  $5 million to $10 million
Healthcare accounts: Lundbeck: Sabril; Teva Neuroscience: Azilect; Mission Pharmacal: Ferratol 90, Citranatal Prenatal Vitamins, Lycelle, Tindamax, Urocit-K 15 mEq, Uribel; Vetter Pharma International: contract manufacturer; Beltone A/S: hearing aids; Terumo Cardiovascular: corporate assignment; Myriad Genetics: Bracanalysis, Colaris, OnDose
Number of Accounts gained: 5
Accounts gained: Mission Pharmacal: Lycelle; Myriad Genetics: Bracanalysis, OnDose
Services: Topin & Associates is a full-service marketing communications agency offering strategic planning, creative, and production services for print, video and digital media. Our experience includes pharma, device, diagnostics, and more, offering strategic planning, creative, and production services for print, video and digital marketing.
New Hire Detail: Tommy Schenck, Account Supervisor

Vogel Farina
350 Springfield Avenue, Suite 201
Summit, NJ  07901
Phone: 908-598-1188
Fax: 908-598-1190
E-mail: bvogel@vogelfarina.com
Web: www.vogelfarina.com
Founded: 2002
Parent company: ghg, 114 Fifth Avenue, New York, NY 10011
Officers: Bob Vogel, Co-President; Jeff Farina, Co-President; Kristin Patton, SVP, Director of Client Services; Lisa DeSordi, SVP, Executive Creative Director; Kruti Parikh, Finance Manager; Gene Fitzpatrick, VP, Director of Digital Services
2011 Gross Income:  $5 million to $10 million
Healthcare accounts: Zogenix: ZOHYDRO; Novartis Pharmaceuticals: Oncology/Hematology Pipeline (US/Global), The NET Alliance (US/Global), TSC Alliance (US/Global), Path in CML, Customer Marketing; Celgene Corporation: Abraxane (Global), Pomalidomide (Global); Infinity Pharmaceuticals: Oncology Pipeline; Bavarian Nordic: Prostvac
Number of Accounts gained: 7
Accounts gained: Zogenix: Zohydro; Novartis Pharmaceuticals: Customer Marketing; Celgene Corporation: Abraxane (Global), Pomalidomide (Global); Infinity Pharmaceuticals: Oncology Pipeline; Bavarian Nordic: Prostvac
Services: The standard line from clients about medical advertising agencies is that they are certainly creative and tactical, but not always strategic. At Vogel Farina, we have been delivering strategically driven creative solutions to our clients for the past 10 years. Since 2002, we have provided services supporting pipeline products as well as mature brands.
New Hire Detail: Gene Fitzpatrick, VP, Director of Digital Services; Tom Browne, Creative Director; Art; Charles DeMarco, Creative Director, Copy; Maha Elashri, SVP, Management Supervisor

FEATURED WORK
Description: Product: OnDose Client: Myriad Genetics Creative/account team: Prill Nugent, Creative Director; Krista Wagner, Creative Supervisor; Erin Schwarz, Copywriter; Betsy Kramer, Account Director
Why this ad is special: It gave a dry diagnostic product an emotional appeal—the idea that a physician can do more for a patient facing colon cancer.

Vox Medica Health Care Communications, Inc.
601 Walnut Street, Suite 250-S
Philadelphia, PA  19106
Phone: 215-238-8500
Fax: 215-238-0881
E-mail: lornaweir@voxmedica.com
Web: www.voxmedica.com
Founded: 1953
Officers: Donald JM Phillips, BSc, PharmD, CEO; Lorna Weir, President, Chief Marketing Strategist; Michael Barnett, MD, DPhil, Executive Vice President, Medical Affairs; Jim Moran, Executive Vice President
Full-time Employees:  210 (2011) 100 (2010)
Healthcare accounts: Sampling of clients include: Ansell; Becton Dickinson; BTG; Dendreon; Genentech; Horizon; Lundbeck; Novartis Vaccines; Pfizer; Prometheus Labs

FEATURED WORK
Description: Product: Celgene Disease Awareness Client: Celgene Creative/account team: Art: Tom Browne; Copy: Chuck DeMarco; Account: Beverly Fuchek
Why this ad is special: Celgene is establishing a presence in solid tumor research and treatment, beginning with lung tumors. The visual distinctly and cleanly conveys the indication and the copy articulates Celgene’s mission of “asking the right questions” to find solutions in challenging cancers.
a natural fit to utilize technology that allowed for an interactive presentation of information. It also provided the opportunity to present before and after videos, which resonated with neurologists by clearly showing the benefits of Xenazine for patients with Huntington’s disease chorea.

**FEATURED WORK**

**Description:** In April 2011, the Xenazine (tetra-benzene) marketing team made the decision to migrate the Xenazine core sales aid from print to iPad.

**Creative/account team:** Jeff Scott, VP/C; Tina Bashline, ACD Copy; Matt Paul, Senior Art Director; Jessica McDevitt, Account Group Supervisor

**Why this ad is special:** To address a condition so grounded in motion, it was logical to provide a solution grounded in motion, it was logical to provide a solution the way you move could help hers

---

**WCG**

60 Francisco Street
San Francisco, CA 94133

**Phone:** 415-362-5018
**Fax:** 415-362-5019
**E-mail:** info@wcgworld.com
**Web:** www.wcgworld.com

**Established:** 1990

**Parent company:** Publicis Healthcare Communications Group, 1675 Broadway, 8th Floor, New York, NY 10019

**Officers:** Jim Weiss, Chairman/CEO; Bob Pearson, President; Tony Esposito, CFO; Tom Pierce, COO

**2011 Gross Income:** $40 million to $65 million

**Full-time Employees:** 240 (2011) 179 (2010)

**Healthcare accounts:** Qualcomm Life; Medtronic; Resolute, Join the Pacemakers; Spiracur: SNaP Wound Care System; Acclarent: Cyclops; El Camino Hospital

**Accounts lost:** 4

**Accounts gained:** Dentsply Tulsa Dental Specialties: Ankylos, Vortex Blue, Guttacore, Corporate; Astellas Pharma US: Vaprisol; 1-800-Doctors: Corporate

**Number of Accounts gained:** 3

**Number of Accounts lost:** 4

**Services:** We created the ACES services model, which incorporates analytics, content, engagement and strategy, to meet the needs of clients across all industries. We continue to strategically expand our creative, social media and interactive offerings.

**New Hire Detail:** Michael Barnett, MD, DPhil, Executive Vice President, Medical Affairs; Jim Moran, Executive Vice President

---

**Williams Labadie**

222 Merchandise Mart Plaza, Suite 1260
Chicago, IL 60654

**Phone:** 312-222-5800
**Fax:** 312-222-2530
**E-mail:** information@willab.com
**Web:** www.willab.com

**Established:** 1990

**Parent company:** Publicis Healthcare Communications Group, 1675 Broadway, 8th Floor, New York, NY 10019

**Officers:** Peter Labadie, Managing Director; Randy Isaacs, Executive VP; Jim Grossmann, Senior VP; Julie Drinane, Senior VP, Finance/HR; Donna DeVerick, VP, Speaker Management; James McGuire, VP, Chief Creative Director; Jeff Pazen, VP, Digital Strategy; Suzanne Richards, VP, Creative Director

**Full-time Employees:** 55 (2011) 50 (2010)

**Healthcare accounts:** Abbott Medical Optics; Blink Tears, RevitaLens; American Medical Association; APP Pharma; Naropin, Corporate; Astellas Pharma US; Adenoscan, Lexiscan, Vaprisol, Astellas Reimbursement Services, Vesicare (Speakers), Symave, DosePro (Speakers), AstraZeneca: Speaker Contracting; Dentisply Tulsa Dental Specialties: Vortex Blue; Guttacore, Ankylos, Corporate; Genentech: Corporate projects; JCL Bioassay; Corporate; Press Ganey; Corporate; Nordion; Therasphere; Smith & Nephew Wound Care: Allevyn, Versajet, Renasys, Corporate; Sunesis Pharmaceuticals: Vasorin; 1-800-Doctors: Corporate

**Number of Accounts gained:** 3

**Accounts gained:** Dentsply Tulsa Dental Specialties: Ankylos, Vortex Blue, Guttacore, Corporate; Astellas Pharma US: Vaprisol; 1-800-Doctors: Corporate

**Number of Accounts lost:** 4

**Accounts lost:** Ganeden Biotech: Sustenex, Digestive Advantage; Medicis Aesthetics; Corporate projects: Cylex; ImmuKnow; Botanical Laboratories: Wellesse

**Services:** Advertising/promotion, brand strategy/positioning, market research, digital/interactive selling tools (including iPads), Websites, speaker bureau management/contracting, advisory boards, sales training, KOL recruitment/management, analytics, mobile/tablet apps

**NEW HIRE DETAIL**

**Derrick DeMaio, Developer; Jose Fonseca, Developer**

---

**Wilson West Livesay Advertising**

1320 West Cary Street
Richmond, VA 23220

**Phone:** 804-355-6506
**Fax:** 804-355-5274
**E-mail:** david.livesay@wilsonwestlivesay.com
**Web:** www.wilsonwestlivesay.com

**Established:** 1989

**Officers:** David Livesay, President/Partner; Michael Wilson, Senior Art Director/Partner

**Healthcare accounts:** UCB Pharma, Eastbound Synopharma

**Services:** Advertising, sales collateral, identity programs, direct mail, convention displays and graphics, videos, newsletters, packaging, POP, logos