



## Company Profile

A full-service global communications leader, ghg is a pioneer in healthcare brand building, blending high-impact digital and traditional programs. With a fully-integrated, multi-channel offering, we've blazed new trails, creating innovative solutions that work across media, audiences and continents.

Starting in 1985, ghg has grown into a network of companies spanning 20 countries. In 2006, ghg was acquired by WPP, the largest global communications holding company, with world-class resources, including cutting-edge digital. We're the originators of new media applications for pharmaceutical marketing, from tablet sales aids and interactive training to social media and mobile health initiatives.

Our mission statement is "health spoken here." We speak the language of every healthcare influencer—from the in-depth science of KOLs to the everyday chats of consumers. Whether you are targeting providers, payers, caregivers, patients, consumers or pet owners, we tell your story in ways that reach their hearts and minds.

Reinventing the creative process, we've developed a unique, collaborative approach that ensures our ideas capture imaginations, drive discussions and spread like wildfire. We call our approach Contagious Thinking™, because it guarantees every interaction with your brand is infectious.

## Services and Offerings

Combining strategy, creative, technology and healthcare expertise, ghg is a best-in-class communications partner. We also provide specialty offerings, including medical education programs, market access consulting, scientific visualization and social media strategy. Plus, as part of WPP, we tap into a worldwide network of consumer agencies, market research firms and insights companies.

Our full spectrum of digital services includes:

- Digital strategy
- Web site interaction/design
- Tablet/iPad and CLM

## FASTFACTS



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**New Business Contact:** Lynn O'Connor Vos, CEO

**Year Founded:** 1985

**Employees:** 650 PhDs, MDs, nurses, vets and top creative and digital talent

**Holding Company:** WPP

**Clients:** A diverse spectrum of clients, includes pharma, biotech, device, diagnostics, eye care, oral care, OTC, m-health, personal care and animal health companies.

- Online advertising and search
- Gaming/experiential learning
- Social media and community design, management and outreach
- Customer relationship management
- Mobile marketing
- Scientific animation and online video
- Measurement and analysis

## Case Study

Text4Baby is a real-world example of using digital to improve outcomes. Designed to support mothers in under-served populations, its intent was to change the appalling statistic that 500,000 babies are born prematurely each year in the US—and 28,000 die before they reach their first birthdays. As part of an unprecedented public and private coalition, ghg launched Text4Baby, a free national mobile health program.

Results are outstanding. Since February 2010, Text4Baby has enrolled more than 316,000 users and sent over 27 million educational messages. In addition, Text4Baby won the prestigious HHS Innovates award, celebrating novel programs that have improved service to the public