



AT THE HELM

Scott Cotherman, president and CEO

PERFORMANCE

TBWA\World Health network brought significant new business

HIGHLIGHTS

Won global and US AOR status for Gilead's sofosbuvir

Expanded work on Shire's VPRIV

Working to expand TBWA\World Health network offices in Mexico City and elsewhere

CHALLENGES

Commoditization and its effects on the industry

For contact details, service offerings and client roster, see Agency A-to-Z, beginning on page 187

“We have to think about pure business-building strategies for clients”

—Scott Cotherman

CAHG

A strategic network opens up a pathway to growth on a global scale

CAHG formalized a partnership with Omnicom Group sibling TBWA\WorldHealth in early 2012 to create TBWA\WorldHealth network with 48 offices in 36 countries. CAHG is the lead US agency for the network.

CAHG president and CEO Scott Cotherman, who also serves as chairman of TBWA\WorldHealth network, says the relationship has “flourished from day one” and provided a strong platform for growth.

“It helps us compete and thrive more effectively on a much larger stage,” Cotherman explains. “The partnership was behind just about every new business win and new product launch last year.”

New business highlights included both global and US AOR status on Gilead's sofosbuvir (hepatitis C).

“Gilead selected us as a result of CAHG's deep expertise in the US, global experience in virology, and our partnership with TBWA\WorldHealth network's Paris hub,” Cotherman says.

Work expanded on Shire's VPRIV (gaucher disease) from US AOR to include digital AOR work. New client ThromboGenics awarded an assignment to recruit clinical trial patients.

“The move to specialty pharma is real and we're finding great success with clients that have specialty products to treat diseases where there's significant unmet need,” Cotherman says. “We recently announced a partnership with Diaceutics, a firm that does very early-phase consulting with clients in the area of personalized medicine. The partnership, known as Bioceutics, supplements our investment in our personalized healthcare practice.”

Commoditization is among the challenges Cotherman sees facing the industry. “We're seeing RFPs that

describe the marketing situation as introducing a new product that will be a third-line agent behind generics,” he says. “I don't ever recall seeing a potential new business opportunity in which a client wants its product to be third behind commodity products. That's a significant signal of the commoditization of primary care products.”

Cotherman notes ideas about innovation have shifted over the last several decades from a focus on drug discovery to one geared toward how to build business and deliver communications programs.

“Many clients talk about the clear need for innovation in commercial strategy, and at the same time they express a clear lack of appetite for risk,” Cotherman says. “They want to see a proven program that someone else has taken the risk on and that's been demonstrated to work, and they want us to make it a new idea for them. That was profound to realize, and it led to many discussions about how our business needs to change on the agency side. It's not just about marketing com-

If only you could predict how ocular inflammation will behave.

DUREZOL® Emulsion now has head-to-head data vs prednisolone acetate in patients with endogenous anterior uveitis.

Scan the QR code with your smartphone or log on to www.inflammationhappens.com to see the results for yourself.

INDICATIONS AND USAGE: DUREZOL® Emulsion is a topical corticosteroid that is indicated for the treatment of endogenous anterior uveitis.

Dosage and Administration
For the treatment of endogenous anterior uveitis, instill one drop into the conjunctival sac of the affected eye 4 times daily for 14 days followed by tapering as clinically indicated.

IMPORTANT SAFETY INFORMATION
Contraindications: DUREZOL® Emulsion, as with other ophthalmic corticosteroids, is contraindicated in most active viral diseases of the cornea and conjunctiva including epithelial herpes simplex keratitis (dendritic keratitis), varicella, and zoster, and also in protozoal infection of the eye and fungal diseases of ocular structures.

Warnings and Precautions
• Intraocular pressure (IOP) increase – Prolonged use of corticosteroids may result in glaucoma with damage to the optic nerve, defects in visual acuity and fields of vision. If this product is used for 10 days or longer, IOP should be monitored.
• Cataracts – Use of corticosteroids may result in posterior subcapsular cataract formation.
• Delayed healing – The use of steroids after cataract surgery may delay healing and increase the incidence of bleb formation. In those diseases causing thinning of the cornea or sclera, perforations have been known to occur with the use of topical steroids. The initial prescription and renewal of the medication order beyond 28 days should be made by a physician only after examination of the patient with the aid of magnification such as slit lamp biomicroscopy and, where appropriate, fluorescein staining.

Adverse Reactions
In the endogenous anterior uveitis studies, the most common adverse reactions occurring in 5-10% of subjects included blurred vision, eye irritation, eye pain, headache, increased IOP, iris, limbal and conjunctival hyperemia, punctate keratitis, and myopia.

For additional information about DUREZOL® Emulsion please refer to the brief summary of prescribing information on adjacent page.

Alcon ©2012 Novartis 6122 DUREZOLAD
DUREZOL® (prednisolone acetate) 0.12%

CAHG's increased focus on specialty pharma products includes this piece for Alcon's Durezol

communications anymore. We have to think about pure business-building strategies for clients in areas that may not be core to what an agency typically does.”

Cotherman and Hervé Brunette, president TBWA\WorldHealth Europe, are working closely on new business development, existing business, expanding offerings and opening hub offices in key markets globally.

Priorities this year include expanding TBWA\WorldHealth's Mexico City office into a hub and expanding presence in the Asia Pacific market. An office in San Francisco opened this May, putting teams closer to West Coast clients and prospects. —Tanya Lewis