

# GA Communication Group

## Company Profile

We are a full-service communication agency with a specific focus in the diverse healthcare space. We love what we do because healthcare communication done well can dramatically impact well-being.

Our clients, and the brands we work with, range from highly scientific, specialized clinical therapies to consumer and OTC products. We work with people who think big, have game-changing products and therapies and who expect to be challenged.

GA enters its 33rd year having doubled its size in both revenue and staff since 2008, earning recognition from INC. 500 as one of the nation's fastest-growing private businesses for four consecutive years.

## SERVICES & OFFERINGS

GA has long been valued for its strategic insight, creative ideas and execution and has developed significant core competencies and expertise in building and delivering campaigns in all digital, social and mobile media platforms.

In short—we think, we create and we execute for our clients.

## CORE CAPABILITIES

- You'll find us candid, direct and a breath of fresh air to work with.
- Our focus is on our clients and their unique business needs. We listen first and we don't speak in vague marketing tongues, jargon or rhetoric.

## What will be the most important digital health trend in 2015?

You could argue for the ACA, wearable market, EMRs or specific digital tools as the major developments of 2014. We believe, however, that it is actually the environment surrounding their rise that is the big trend for 2015. The ripple effect from each new platform, the need for increased patient education and the frustrations of marketers and physicians are changing the healthcare landscape faster than before. The name of that trend is "turbulence," which will characterize marketing for the foreseeable future. It's our job to help you manage it.

- We are strategic, creative, media and tech savvy and have a gritty blue-collar work ethic that inspires us to get things done on behalf of our clients—on time, as promised.
- Specifically, we have a vast amount of knowledge, expertise and experience to design, create and execute programs and campaigns that help our clients sell their products and services to healthcare professionals, patients and consumers.



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**Year Founded:** 1982

**Employees:** 102