

AGENCIES

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G H I J K L

M N O P Q

R S T U V W

X Y **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.

AGENCY A TO Z

/ALERT

160 Chubb Ave, Suite 304
Lyndhurst, NJ 07071

Phone: 800.462.4546

Web: alertmarketing.com

Founded: 1976

Services: Full-service capabilities in healthcare information and communications. Strong brand recognition amongst Pharmacists, Physicians, N.P.s and P.A.s. /alert's multi-channel **Services:** Cooperative mail, Custom mail, Email, Research.



2E CREATIVE

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

Phone: 314.436.2323

Email: info@2ecreative.com

Web: 2ecreative.com

Founded: 1999

Full-time Employees: 25 (2014), 15 (2013)

Offices: St. Louis, MO; Dallas/Ft. Worth, TX

Officers: Ross Toohey, President; Joe Toohey, Creative Principal; Lynda McClure Exec., Creative Dir.; John Peel, Director Creative Technology

Key senior hires: Lane Borello, Director PR, Pub Affairs and Corporate Communications

2014 Gross Income: 5M-10M

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

	2014	2013
Professional print ads:	10	10
Sales Materials:	15	15
Professional digital/web/mobile:	30	30
Consumer print ads:	10	10
Consumer broadcast:	0	10
Consumer digital/web/mobile:	30	20
Promotional medical education:	5	5
Direct marketing:	0	0
Public relations:	5	5
Other:	0	0

Services: Branding, Consulting, Patient/Physician Engagement Materials, Sales Activation Technology, Conversion/Inbound Marketing, Digital Strategy, Web Creation, PR/Public Affairs, Corporate Communications

Divisions: Creative/Content, Conversion Marketing/Inbound, Public Relations

Healthcare Accounts: Alcon Laboratories: Ciprodex, Moxeza, Vigamox; Abbott: Cataract Surgery Portfolio; Siemens Healthcare: Ultrasound, Molecular Imaging, Diagnostics; Biomet: Spinal Portfolio; ISTO Technologies: Orthobiologics Portfolio; Pacific Biosciences: RS II Sequencers; ArjoHuntleigh: Mobility and DVT Brands

Number of Accounts Gained: 8

Accounts Gained: Alcon Laboratories: Ciprodex, Moxeza, Vigamox; Abbott: Cataract Surgery Portfolio; Pacific Biosciences: RS II Sequencers

Number of Accounts Lost: 1

Account Lost: Hampton University Proton Therapy Institute

Ad description



FEATURED WORK

Description: Innovation is abstract. The outcomes, however, are very real – absolute and unfiltered. Featuring more product launches than ever, ASCRS 2015 was big for Abbott. With the Unexpected Ophthalmology campaign, we wanted to capture the unfiltered energy of innovation and challenge attendees to abandon preconceived notions and re-think the tradeshow experience.

Creative/account team for sample ad: 2e Creative Team

Why is this ad special? The campaign rolled out in two phases. Phase I was an intentionally mundane sequence, set to blend in with the typical tradeshow advertising.

Phase II emulated a guerilla-esque takeover, where our ad space was papered over with posters featuring the vivid colors and bold messaging that helped Abbott steal the show.



AbelsonTaylor
Extra-strength branding

ABELSONTAYLOR

33 W Monroe
Chicago, IL 60603

Phone: 312.894.5500

Email: info@abelsontaylor.com

Web: abelsontaylor.com

Founded: 1981

Full-time Employees: 400 (2014), 400 (2013)

Offices: Chicago, IL; Indianapolis, IN

Officers: President/CEO, Dale Taylor; Chief Financial Officer, Keith Stenlund; SVP/Director, Strategy Services, Jay Carter; SVP/Exec. Creative Director, Stephen Neale; SVP/Director, Client Services, Jeff Berg

2014 Gross Income: 65M-100M

Services: Our clients tell us we excel in Branding, Digital, Print, Broadcast, and Interactive. We're also out of this world when it comes to developing and executing Direct-to-Physician, Direct-to-Patient, and Direct-to-Consumer programs.

Number of Accounts Gained: 20

Number of Accounts Lost: 2



FEATURED WORK

Description: The Symbicort brand team faced an uphill battle. Most providers believed that when it came to COPD treatment, many of the therapeutic options they have are about the same. The campaign needed to quickly and immediately demonstrate that Symbicort is different. Insights discovered from carefully listening to providers showed if Symbicort were given to patients during a doctor's

visit, patients start feeling better before they leave the office. The brand team used what they discovered to create a campaign that clearly communicates Symbicort's fast and sustainable difference.

Why This Campaign Is Special: One of the goals of the campaign was to demonstrate how Symbicort is distinct from its competitors. The creative team tackled the challenge by designing "tachometer lungs" to quickly visualize speed and combining the visual with a verb often tied to engine speed, "rev." The result was a campaign that helped Symbicort outperform its competitors, including the market leader.

AGENCY A TO Z

ADDISON WHITNEY

11525 North Community House Road, Suite 400
Charlotte, NC 28277

Phone: 704.257.4322

Web: addisonwhitney.com

Founded: 1991

Parent Company: inVentiv Health, 1 Van de Graaf Drive, Burlington, MA 01803

Full-time Employees: 50+ (2014), 50+ (2013)

Offices: Charlotte, NC (global headquarters); Seattle, WA; New York, NY

Divisions: Addison Whitney Health

Officers: Brannon Cashion, Global President; Addison Whitney Vince Budd, Senior Vice President; Addison Whitney Health Randall Scott; Senior Vice President, Addison Whitney Barbara Gerber; Managing Director, Addison Whitney Europe Rebecca McPhail; Vice President, Operations, Addison Whitney

Services: VERBAL BRANDING: Brand Name Development (Corporate/Division/Product); REMS and Program Branding, INN/USAN (Generic Name) Development, Clinical Trial Naming; Global Trademark Prescreening; Global Linguistic Evaluation; Tagline Development VISUAL BRANDING: Scientific Brand Identity Elements, Scientific Brand Templates; Scientific Brand Manual; Corporate, Division, Product and Clinical Trial Logo Design; Package Structure Ideation and Package Design; Marketing Collateral and Tradeshow Materials Design BRAND STRATEGY: Scientific Brand Narrative; Scientific Brand Messaging and Lexicon; Brand Positioning and Messaging; Brand Architecture; Portfolio Nomenclature; Brand Assessment RESEARCH AND ANALYSIS: Scientific Brand Physician Validation Research; Brand Discovery/Positioning Research; Medical Panel Evaluation; Name Validation Research (Regulatory & Marketing); Logo Validation Research (Regulatory & Marketing); Regulatory Name Submission Documents and Consulting; POCA (Phonetic Orthographic Computer Analysis); Brand Equity Tracking

AE MARKETING GROUP

18 North Ada St, Suite i
Chicago, IL 60607

Phone: 312.285.2357

Web: aemarketinggroup.com

Founded: 2011

Full-time Employees: 10 (2014), 8 (2013)

Officers: Brian Walker, Chief Executive Officer

2014 Gross Income: Under 5M

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

	2014	2013
Consumer broadcast:	33	40
Consumer digital/web/mobile:	33	40
Other:	33	20

Services: CoCreation Lab Series, Brand Lab Series, Customer Experience Marketing, Creative Strategy, Media Planning, Production

Healthcare Accounts: Network Health, CoCreate Wisconsin

Number of Accounts Gained: 4

Number of Accounts Lost: 1

Account Lost: Resigned Hernia Centers of America

AGENCYRX

200 Varick Street, 3rd Floor
New York, NY 10014

Phone: 212.896.1300

Web: agencyrx.com

Founded: 2005

Parent Company: The CDM Group, 200 Varick Street, New York, NY 10014

Full-time Employees: 127 (2014), 205 (2013)

Offices: New York, NY; San Francisco, CA

Officers: Michael Schreiber, President; Fred Kinch, Managing Partner, Creative Director; Matt Goff, Associate Partner, Director of Digital Marketing; Doreen Eckert, Senior Vice President, Co-Director of Client Services; Eileen Yaralian, Senior Vice President, Co-Director of Client Services

ALLIDURA CONSUMER

450 West 15th Street
New York, NY 10011

Phone: 212.229.8400

Web: allidura.com

Founded: 2008

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

Full-time Employees: 14 (2014), 13 (2013)

Offices: New York, Los Angeles

Officers: Danielle Dunne, Managing Director

Services: Whether cars or cameras, diapers or detergent, health has never been more ubiquitous than it is today. For some brands, health may be a new focus. Fortunately, it's always been at the center of ours. And, we've taken this knowledge and enthusiasm to some of the world's largest brands to help them connect with today's socially charged, health-minded consumers. Allidura Consumer, part of the InVentiv Health Public Relations Group, takes an integrated approach to communications with capabilities spanning public relations, digital and social media, marketing and branding, graphic design and multimedia, and research and measurement. Our client counsel allows brands to communicate across the wellness spectrum regardless of whether a brand's equity is in health or faced with a health challenge. Our meaningful insights and creative know-how have been tapped by a full range of consumer product and nutritional supplement brands, over the counter and beauty products, and food and beverage companies.

AGENCY A TO Z

Anderson **DDB** Health & Lifestyle

ANDERSON DDB HEALTH & LIFESTYLE

33 Bloor St. E, Suite 1300
Toronto, Canada M4W 3H1

Phone: 416.960.5531

Email: info@andersonddb.com

Web: andersonddb.com

Founded: 1972

Parent Company: Omnicom Canada Corp, Toronto, Canada

Full-time Employees: 65 (2014), 63 (2013)

Divisions: Anderson DDB Santé. Vie. Esprit. (Montreal)

Officers: Kevin Brady, President & CEO Gord Desveaux, EVP, Director of Client Services Eric Chow, Director of Finance Nancy Kramarich, VP, Director of Strategic Planning Tony Miller, Executive Creative Director Steve Benson, VP, Studio & Production

Practice areas outline : As one of North America's leading Health & Lifestyle agencies, we offer a full-service advertising and communications experience (traditional advertising, strategy, creative, digital/social media, media planning/buying, design/studio services, and multi-language/multicultural communications services).

ARTCRAFT HEALTH

39 State Route 12
Flemington, NJ 08822

Phone: 908.782.4921

Email: connect@artcrafthealth.com

Web: artcrafthealth.com

Founded: 2003

Parent Company: The Artcraft Group Inc., 1270 Glen Avenue, Moorestown, NJ 08822

Full-time Employees: 70 (2014), 70 (2013)

Offices: Flemington, NJ; Moorestown, NJ; Doyelstown PA

Divisions: Artcraft Health Education, Artcraft Health Clinical Trials, Artcraft Health Medical Devices, Artcraft Health Specialty Camps

Management Personnel : Marc Sirockman, Executive Vice President/GM; Katie O'Neill, Vice President Strategic Accounts; Connie Bruno, Vice President of Operations; Rich Miller, Vice President Creative

2014 Gross Income: 15M-25M

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

	2014	2013
Sales Materials:	15	15
Professional digital/web/mobile:	5	4
Consumer digital/web/mobile:	38	30
Promotional medical education:	30	35
Direct marketing:	5	5
Other:	7	3

Services: From clinical to commercial, our internal core competencies deliver innovative solution in traditional and digital modalities that drive results. No matter the challenge we deliver a custom solution that targets the right audience at the right time.

Healthcare Accounts: Novartis Pharmaceuticals Corp.; Pfizer, Inc.; Genentech Inc.; Celgene Corporation; Sunovion Pharmaceuticals, Inc.; Bayer Healthcare Pharmaceuticals Inc.; Boehringer Ingelheim Pharmaceutical; Novo Nordisk; Biogen, Inc.; Lung LLC, division of United Therapeutics; Janssen Pharmaceuticals Inc.; Otsuka America Pharmaceutical, Inc.; Merck & Company, Inc.; Ferring Pharmaceutical; AstraZeneca; Sanofi-Aventis U.S. LLC; Merck Sharp & Dohme; Baxter BioScience; Teva Pharmaceuticals; Eisai Inc.; Forest Laboratories; Grifols USA, LLC; Shionogi; NovoCure; Actavis; Transgenomic; Boston Scientific; AngioDynamics, Inc.; Pearl Therapeutics; Peregrine; Millennium; NuPathe Inc.; Shire Rare Disease; Aegerion Pharmaceuticals, Inc.; Ikaria, Inc.; Octapharma; Cordis Corporation; Amgen

Number of Accounts Gained: 14

Accounts Gained: Becton, Dickinson and Company; Helsinn; Covidien; Actelion; Coloplast Corp.; Questcor; Macrogenics; The Medicines Company; Nestle; Medtronic; Strativa; Endo Pharmaceuticals Inc.; AdvantageCare Physicians, P.C.; BTG Pharmaceuticals Corp.



ARTERIC

475 Springfield Ave
Summit, NJ 07901

Phone: 201.558.7929

Email: tech@arteric.com

Web: arteric.com

Founded: 1999

Full-time Employees: 20+ (2014), 10+ (2013)

Offices: Summit, NJ

Officers: Hans Kaspersetz, President Michael Horn, Chief Executive Officer

2014 Gross Income: Under 5M

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

	2014	2013
Professional digital/web/mobile:	50	50
Consumer digital/web/mobile:	10	0
Promotional medical education:	10	10
Other:	30	40

Services: Web Design Responsive Design Web Applications Strategy Competitive Web Publishing Application Development Science Platform Development Healthcare Philanthropic Development Search Engine Marketing Pay-Per-Click Advertising KOL Management KOL Mapping Speaker Bureau Management Quality Assurance Consulting

Healthcare Accounts: Celgene: U.S. Otezla Professional PsO, Celgene: U.S. Otezla Professional PsO, Celgene: Otezla Global, Celgene: Corporate Web Sites, Celgene: I&I Daiichi Sankyo: Edoxaban, AIM at Melanoma Foundation

Number of Accounts Gained: 5

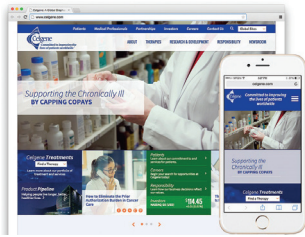
Accounts Gained: Celgene: U.S. Otezla Professional PsO, Celgene: Otezla Global, Celgene: Corporate Web Sites, Daiichi Sankyo: Edoxaban, AIM at Melanoma Foundation

Number of Accounts Lost: 1

Account Lost: Symbiotix: Teva QNasal

Title: Celgene.com Global Expansion and Localization

AGENCY A TO Z



FEATURED WORK

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

Account Team/Development Team: Hans Kasperetz (President), Sean Carr (Account), Leslie Kramer (Engagement Manager), Reavens Fenelon (Developer), Lloyd McGarrigal (Developer), Anthony Outeiral (Developer), Oleg Plysyk (Developer), Isaac Myman (Quality Assurance)

Why is your sample ad special?: The global framework enables Celgene to launch new country web sites rapidly by translating the master web site using 3rd party integrations and a bespoke content workflow that facilitates collaboration by disparate global internal stakeholders. It features a library of technologies and assets that are configured for each region and its legal/regulatory requirements.

ATOMICDUST

3021 Locust Street
St. Louis, MO 63103

Phone: 314.241.2866

Email: accounts@atomicdust.com

Web: atomicdust.com

Founded: 2001

Full-time Employees: 23 (2014), 18 (2013)

Officers: Mike Spakowski – Partner / Creative Director Jesse McGowan – Partner / Account Director James Dixon – Partner / Business Developer Taylor Dixon – Partner / Photographer Katie Werges – Senior Designer Beth Bennett – Senior Designer Rich Heend – Senior Copywriter Tim Giesekeing – Senior Developer

2014 Gross Income: Under 5M

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

	2014	2013
Professional print ads:	3	5
Sales Materials:	10	5
Professional digital/web/mobile:	40	40
Consumer print ads:	5	5
Consumer digital/web/mobile:	35	40
Promotional medical education:	2	na
Direct marketing:	5	5

Services: Full-service marketing, branding and web design.

Healthcare Accounts: Premise Health TriZetto Provider Solutions Medidata Mercy Health: Mercy Virtual; Mercy Options; Mercy Bariatrics Elsevier: ClinicalKey; DirectCourse; ClinicalKey Nursing; ExitCare; ExitCare OnScreen; Policy Navigator; InOrder; Evolve; Advantage; Mosby; Gold Standard; CPM

Accounts Gained: Premise Health Medidata Mercy Health: Mercy Virtual, Mercy Bariatrics Elsevier: Mosby Home Health Care

Number of Accounts Lost: 2

Accounts Lost: Elsevier: Mosby Nursing | e-MDs EHR

AUDACITY HEALTH LLC

2550 Gateway Rd
Carlsbad, CA 92009

Phone: 858.385.0664

Web: audacityhealth.com

Founded: 2002

Parent Company: Huntsworth Health, 800 Township Line Road, Suite 250, Yardley, PA 19067

Officers: Gaetan Fraikin, Chief Executive Officer; Jamie Gonzales, Senior Vice President Client Services; Jill Collins, Head of Accounts & Science

Services: Audacity is the only true health and science brand strategy and activation agency. We unleash the "human" in human health in a bold, unconventional way to trigger emotions, provoke responses and build brand supremacy. Audacity. Fearlessly human™. We combine strategy, science, art and technology in a range of transformative digital solutions. We simplify brands to the core. We push innovation to the edge and we connect brands to their markets — to drive revenue. Our proprietary solutions help our clients successfully create and launch new brands, refresh or reinvent existing brands, reorganize brand portfolios and create and deploy campaigns that shift perceptions and behaviors in our clients' brands favor. Our branding capabilities extend all the way from the corporate level, to a division, to a product line down to a single product level. As part of the Huntsworth Health group of agencies, we deliver unmatched solutions to our client brands across the globe with 1,600+ professional, 70+ locations in 30+ countries, we deliver an end-to-end solution, across all market levels (research, KOLs, HCPs, clinicians and patients) and across all key stakeholders (marketing communications, investor relations and internal communications).

Healthcare Accounts: Quest Diagnostics; Beckman Coulter; Thermo Fisher Scientific, RadNet; Definiens; SAFc; Invitae, 23andMe; Novartis

2014 Gross Income: Under 5M



AVANT HEALTHCARE

630 W Carmel Drive, Suite 200
Carmel, IN 46032

Phone: 317.208.3600

Email: info@avanthc.com

Web: AvantHC.com

Founded: 1994

Parent Company: DWA Healthcare Communications Group, 630 W Carmel Drive, Suite 200, Carmel, IN 46032

Full-time Employees: 220 (2014), 165 (2013)

Offices: Carmel, Indiana; Chicago, Illinois; Los Angeles, California; Short Hills, New Jersey

Divisions List : Avant Healthcare Marketing; Avant Healthcare Communications

Management Personnel : Rob Spalding, CEO Leo Francis, PhD, Chief Strategy Officer Samantha Schwartz, Vice President, Innovation and Product Solutions Division Christopher O'Toole, President, AHC Philippe Vitat, Executive Medical Director, AHC Kathleen Barrett, MBA, President, AHM Trina Stonner, Senior Vice President, AHM Becky Crumley, Vice President, AHM Rod Julian, Vice President, AHM Sarah Kenny, Vice President, AHM

AGENCY A TO Z

Key senior hires: Christopher O'Toole, new president of AHC Leo Francis, PhD, new Chief Strategy Officer

2014 Gross Income: 25M-40M

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

	2014	2013
Sales Materials:	3	3
Professional digital/web/mobile:	20	15
Promotional medical education:	55	59
Direct marketing:	2	2
Public relations:	0	4
Other:	20	17

Services: Medical Storytelling (medical content development) KOL Strategy and Management Integrated Customer Experiences (Live and Web events) Customized Technology Solutions (nSuite platform)

Healthcare Accounts: We currently support 40 accounts across 8 pharmaceutical and biotechnology companies. Due to confidentiality requirements within our master services agreements, we are unable to disclose our list of clients and related products.

Number of Accounts Gained: 2

Accounts Gained: Due to confidentiality requirements within our master services agreements, we are unable to disclose our list of clients and related products.

Number of Accounts Lost: 9

Accounts Lost: Due to confidentiality requirements within our master services agreements, we are unable to disclose our list of clients and related products.

BARKER

30 Broad Street, PH
New York, NY 10004

Phone: 212.226.7336

Email: newbusiness@barkernyc.com

Web: barkernyc.com

Founded: 2003

Full-time Employees: 32 (2014), 26 (2013)

Officers: John Barker, President; Ray Rainville, EVP, GM; Sandi Harari, SVP, Creative Director; Elyssa Rubin, SVP, CFO; Alicia Barker, SVP, Human Resources; Kimberly Tracey, VP, Account Director

Key senior hire: Elyssa Rubin, CFO

2014 Gross Income: Under 5M

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

	2014	2013
Professional print ads:	35	45
Sales Materials:	25	10
Professional digital/web/mobile:	40	45

Services: Branding, Identity, Advertising, Interactive, Digital Marketing, Collateral

Healthcare Accounts: PDI Healthcare: Sani-Cloth, AF-3, Preventics; Siemens Healthcare: Education and Service; Burgess Group: BRS Reimbursement Systems; Nice-Pak: Sani-Hands Bedside Pack, Sani-Pro Towelettes

Number of Accounts Gained: 2

Accounts Gained: Nice-Pak: Sani-Pro Towelettes PDI Healthcare: Preventics



BEACON HEALTHCARE COMMUNICATIONS

135 Route 202/206
Bedminster, NJ 07921

Phone: 908.781.2600

Email: llannino@beaconhc.com

Web: beaconhc.com

Founded: 2001

Full-time Employees: 75 (2014), 70 (2013)

Officers: John Puglisi, President Tim Millas, Managing Partner/Chief Creative Officer Larry Lannino, General Manager Adrienne Lee, Executive Managing Director

Key senior hires: Todd Weinstein, Digital Account Director Amy Hirschberg, Executive Creative Director

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

	2014	2013
Professional print ads:	10	10
Sales Materials:	25	25
Professional digital/web/mobile:	20	20
Consumer print ads:	10	10
Consumer broadcast:	15	15
Consumer digital/web/mobile:	20	20

Services: Healthcare marketing/advertising communications to payers, providers, and patients

Healthcare Accounts: Allergan: Restasis; Alkermes: Aripiprazole Lauroxil; Ferring: Zomacton; Daiichi Sankyo: managed markets; rEVO Biologics: professional

Number of Accounts Gained: 1

Account Gained: Ferring: Zomacton

BIOSECTOR 2

450 West 15th Street
New York, NY 10011

Phone: 212.229.8400

Email: jokane@biosector2.com

Web: biosector2.com

Founded: 2002

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

Full-time Employees: 45 (2014), 43 (2013)

Offices: New York, Washington, Los Angeles

Officers: Jeanine O'Kane, Managing Director

Services: Biosector 2 (B2) is a global healthcare communications agency that partners with visionary clients to deliver groundbreaking programs and improve the health of people's lives. For more than a decade, B2's experience as an agency spans virtually every category in the industry and drives strategic solutions for their clients. With a dynamic and collaborative team in New York, Washington, Los Angeles, and London, B2 provides clients with global reach and fully integrated services. Biosector 2, as part of the InVentiv Health Public Relations Group, delivers unmatched perspective, creative know-how, and a truly integrated approach to communications. At Biosector 2 our main goal is to create measurable behavior change for our clients' most important

AGENCY A TO Z

stakeholders. Our track record reflects the systematic approach we take for all of our clients' business needs. Our dynamic, insightful approach allows us to solve today's problems while uncovering tomorrow's opportunities.

BLDG HEALTH

731 South Highway 101, Suite 1k1
Solana Beach, CA 92075

Phone: 858.437.2127

Email: justin@bldghealth.com

Web: bldghealth.com

Founded: 2014

Full-time Employees: 9 (2014), 0 (2013)

Healthcare Accounts: Millennium Health, Adamis Pharmaceuticals, Bellevue Speciality Pharmacy, Nuo Therapeutics, Insmad, Innovacyn, CyVek

Number of Accounts Gained: 7

Accounts Gained: For each of the above clients we received agency of record for design and branding and worked on all marketed products

2014 Gross Income: Under 5M

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

	2014	2013
Professional print ads:	20	0
Sales Materials:	20	0
Professional digital/web/mobile:	50	0
Consumer digital/web/mobile:	10	0

BLR | FURTHER

1600 Resource Drive
Birmingham, AL 35242

Phone: 205.324.8005

Web: blrfurther.com

Founded: 1986

Parent Company: Eastport Holdings, 4841 Summer Ave, Memphis, TN 38122

Full-time Employees: 27 (2014), 34 (2013)

Officers: Cary Bynum, President & CEO Brian Pia, EVP Dana Stephens-Travis, SVP, Account Service Kelly Davis, SVP, Media Lisa DeAraujo, VP, Account Management Marc Stricklin, Creative Director

2014 Gross Income: Under 5M

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

	2014	2013
Professional print ads:	2	2
Sales Materials:	5	5
Professional digital/web/mobile:	5	5
Consumer print ads:	3	3
Consumer broadcast:	35	45
Consumer digital/web/mobile:	20	20
Promotional medical education:	10	5
Direct marketing:	5	5
Public relations:	5	5
Other:	10	5

Services: blr | further is an integrated marketing communications firm providing strategic planning, advertising, media planning and buying, digital content and development, public relations and social media services for \$355 million to \$4 billion healthcare brands across the country.

Healthcare Accounts: Atrium Medical Products, Bellin Health Systems, BJC HealthCare, Lund Van Dyke, MEDHOST, McCracken Implant Education, Oakstone Publishing, Southern Research, St. Bernards Healthcare, Steinmetz Plastic Surgery, Transdermal Therapeutics

Number of Accounts Gained: 3

Accounts Gained: MEDHOST, Southern Research, Oakstone Publishing

Number of Accounts Lost: 1

Account Lost: University of Alabama at Birmingham

BRANDKARMA

668 N. Coast Highway, #224
Laguna Beach, CA 92651

Phone: 949.585.9000

Email: info@brandkarma.org

Web: brandkarma.org

Founded: 1991

Full-time Employees: 30 (2014), 53 (2013)

Officers: Ken Ribotsky, President CEO; Dorene Weisenstein Ribotsky, Executive VP, Chief Creative Officer; Paul Moorcroft, COO/COO

2014 Gross Income: 5M-10M

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

	2014	2013
Professional print ads:	10	10
Sales Materials:	15	15
Professional digital/web/mobile:	20	20
Consumer print ads:	5	1
Consumer broadcast:	5	1
Consumer digital/web/mobile:	20	20
Promotional medical education:	5	10
Direct marketing:	10	10
Public relations:	1	2
Other:	9	11

Services: Brand development, consulting and positioning; Core message development; Marketing strategy and planning; Creative campaign development for digital and traditional medias; Core digital asset development; sales asset development

Healthcare Accounts: Emergent Biosolutions: RSDL; Genzyme: Pompe Disease; Accera: Axona; Prometheus Laboratories: Anser IFX, Anser ADA, IBDsgI, TPMT testing, Fibrospect; PamLab: Cerefolin NAC, Metanx; Entera Health: EnteraGam; Anneberg Center for Health Sciences: Corp; Pierre Fabre: Glytone

AGENCY A TO Z

BRYANT BROWN HEALTHCARE

12405 Venice Blvd, Suite 280
Los Angeles, CA 90066

Phone: 310.406.2460

Email: bob@bryantbrown.com

Web: bryantbrown.com

Founded: 1999

Parent Company: Bryant Brown Communications, 12405 Venice Blvd, Suite 280, Los Angeles, CA, 90066

Full-time Employees: 15 (2014), 15 (2013)

Officers: Sam Bryant, Partner; Bob Brown, Partner; Kieran Angelini, Partner

Services: Strategic planning, Tactical planning, copywriting, proofreading, design, web programming, video production, print production, naming, market research, public relations

Healthcare Accounts: Boston Scientific Neuromodulation; Cadence Science; CVS/Caremark; Edwards Lifesciences; Helix Medical; Illumina; In-Health; ITL; Janssen Healthcare Innovation/Johnson & Johnson; Los Angeles Jewish Home; Phillips-Medisize

BURDETTE KETCHUM

1023 Kings Avenue
Jacksonville, FL 32207

Phone: 904.645.6200

Email: info@burdetteketchum.com

Web: burdetteketchum.com

Founded: 1997

Full-time Employees: 25 (2014), 24 (2013)

Officers: Karen Burdette, Founder & Chair; Will Ketchum, President & CEO; Patrick Golden, Executive Creative Director & Partner; Barbara Karasek, Executive Vice President & Partner

Key senior hires: Barbara Karasek, Executive Vice President; Krishelle Hancock, Account Director; Todd Weise, Marketing Technologist

2014 Gross Income: Under 5M

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

	2014	2013
Professional print ads:	10	5
Sales Materials:	10	20
Professional digital/web/mobile:	20	20
Promotional medical education:	20	10
Direct marketing:	15	15
Public relations:	20	20
Other:	5	0

Services: Our expertise is in helping medical device or healthcare services not only sell into physician practices, but engage patients and practices alike through innovative activation strategies that drive sales.

Healthcare Accounts: Align Networks: provider of workers' compensation physical medicine programs; Essilor: ophthalmic optic lenses and equipment; Healogics: provider of advanced wound healing services; Hu-Friedy: dental instrument manufacturer; Johnson & Johnson Vision Care: eye care/contact lenses manufacturer; Key View Labs: consumer health products firm; RTI Surgical: global surgical implant company; Sheridan Healthcare: healthcare solutions provider; Valeant Aesthetics: aesthetics products company

Number of Accounts Gained: 5

Accounts Gained: MolecuLight; InSleep Health; Varilux; Optifog; Crizal

CADIENT, A COGNIZANT COMPANY

72 E. Swedesford Rd
Malvern, PA 19355

Phone: 484.351.2800

Email: info@cadient.com

Web: Cadient.com

Founded: 2014

Parent Company: Cognizant Technology Solutions, 500 Frank W Burr Blvd, Teaneck, NJ 07666

Full-time Employees: 157 (2014), 129 (2013)

Officers: Steve Wray CEO Lance Moncrieffe Executive Creative Director, Experience Design Chris Mycek Chief Customer Officer Will Reese Chief Innovation Officer Gabrielle Pastore VP, Global Strategic Commercial Innovation Charlie Walker Chief Operations Officer

Key senior hire: Peter Villucci Executive Creative Director

2014 Gross Income: 15M-25M

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

	2014	2013
Professional print ads:	5	5
Professional digital/web/mobile:	50	50
Consumer digital/web/mobile:	45	45

Services: Digital Agency Services Experience Design Content Marketing Digital Business Transformation

Healthcare Accounts: Abbott; AbbVie; Advanced Plasma; Alcon; Amerihealth; AZ; AZ/BMS; Astute; Bayer; Boston Scientific; BMS; BTG; Cempra; Cubist; GSK; Innocall; Novartis; Pfizer; Viro; Zoetis

Number of Accounts Gained: 13

Accounts Gained: Acadia; AmeriHealth Caritas; Astute Medical; AZ - Serquel conferences, XIGDUO AZ - Naloxegol OIC; Bayer Pharma - Hemophilia BMS - Sprydel, Erbitux, Elotuzumab Cempra Cortendo GSK Smokers Health Jakafi - Incyte - Expansion to AOR Novartis Zoetis

Number of Accounts Lost: 2

Accounts Lost: Bayer; Ducere

CAHG

225 N. Michigan Avenue, Suite 1420
Chicago, IL 60601

Phone: 312.297.6700

Web: cahg.com

Founded: 1962

Parent Company: Omnicom Group Inc, 437 Madison Avenue, New York, NY 10022

Offices: New York, NY; San Francisco, CA

Officers: Robin Shapiro-President/CCO Dennis Hoppe-CFO/COO Suri Harris-EVP Strategic Planning and New Ventures Kristen Gengaro-Director, Client Strategy and Development Jamie Pfaff-Executive Creative Director Paul Pfeleiderer-Director-Clinical and Market Strategy Stewart Young-Director, Engagement Strategies

Key senior hire: Robin Shapiro was promoted to President, CAHG

2014 Gross Income: 25M-40M

AGENCY A TO Z

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

	2014	2013
Professional print ads:	10	10
Sales Materials:	25	20
Professional digital/web/mobile:	55	50
Other:	10	15

Services: Advertising and promotion; strategic planning; clinical trial patient recruitment and management; scientific insight and solutions; personalized healthcare; evolving media and analytics; full-service interactive support through relationship marketing and digital/interactive communications; and technology-inspired studio solutions.

Healthcare Accounts: Due to the Sarbanes Oxley Act, Omnicom policies, and certain client contracts, we cannot provide the requested information. Amgen; Bayer; Celgene; Galderma; Gilead; Janssen Diagnostics; Joslin Diabetes Center; MacroGenics; Merck; Nora Therapeutics; Novartis; Pfizer; Sanofi; Theravance; Valeant

Number of Accounts Gained: 7

Accounts Gained: Celgene; Janssen Diagnostics; Joslin Diabetes Center; MacroGenics; Merck; Pfizer; Sanofi

Number of Accounts Lost: 2

Accounts Lost: Otsuka; Lundbeck

CALCIUM

220 Laurel Road
Voorhees, NJ 08043

Phone: 215.971.1345

Email: steven.michaelson@calciumNYC.com

Web: calciumusa.com

CAMBRIDGE BIOMARKETING

245 First Street, 12th Floor
Cambridge, MA 02142

Phone: 617.225.0001

Email: info@cambridgebmg.com

Web: cambridgebmg.com

Founded: 2001

Parent Company: Everyday Health, 345 Hudson Street, 16th Floor, New York, NY 10014

Full-time Employees: 75 (2014), 60 (2013)

Officers: Maureen Franco, CEO Michael Hodgson, Chief Creative Officer Sam Falsetti, Director Medical Strategy Shauna Horvath, Director Account Services

Key senior hires: Alisa Shakarian, Creative Director Art Lisa Hazen, Chief Strategy Officer John Skolis, Director Digital Strategy

2014 Gross Income: 15M-25M

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

	2014	2013
Professional print ads:	10	15
Sales Materials:	10	20
Professional digital/web/mobile:	25	20
Consumer print ads:	5	5
Consumer digital/web/mobile:	25	20
Promotional medical education:	20	10
Other:	5	10

Services: Full service healthcare communications agency serving professional and patient audiences. Focus on rare diseases and high-valued, personalized therapeutics

Healthcare Accounts: Aegerion; Juxtapid; Myalept; Agios; Akebia; Alexion, asfotase alfa; Biomarin; Mylan; Naglazyme, Vimizim; Hyperion (Horizon); Ravicti; Intercept; OCA; Salix; Ruconest; Shire; Synageva; ZS Pharma; ZS-9

Number of Accounts Gained: 4

Accounts Gained: Mylan; Aegerion; Juxtapid, HoFH; ZS; ZS-9; Biomarin; Naglazyme

CARLING COMMUNICATIONS

1370 India Street, Suite 200
San Diego, CA 92101

Phone: 619.269.3000

Email: info@carling-communications.com

Web: carling-communications.com

Founded: 2010

Parent Company: Carling Communications, 1370 India Street Suite 200, San Diego, CA 92101

Full-time Employees: 70 (2014), 60 (2013)

Officers: Didi Discar, Principal; didi.discar@carling-communications.com Randy Adams, EVP, Client Strategy; randy.adams@carling-communications.com Lisa Pecora, CFO/General Manager; lisa.pecora@carling-communications.com

Key info: Carling Communications boasted a year of stellar growth in 2014 and is excited to contribute to the health care industry as a vibrant, forward-thinking global communications agency. The last year also brought major personnel additions to Carling, including expanded executive, client services, and creative personnel to bolster the agency's strategic presence with all of its clients. We continue to add highly motivated and effective people to our thriving agency.

2014 Gross Income: 15M-25M

Services: Carling Communications is a full-service health care communications agency specializing in pharmaceutical advertising, medical education, and meeting services. Carling has capabilities in interactive and print media and is deeply engaged in developing innovative personal and nonpersonal marketing tools. Perhaps most importantly, Carling acts as an extension of every client's marketing team, ensuring maximum, measurable strategic and tactical alignment, impact, and outreach.

Healthcare Accounts: Alcon, AltheaDx, Bausch and Lomb, Cosmederm Bioscience, Merz Pharmaceuticals, Santen, Stemcyte, Thrombogenics, Valeant

Number of Accounts Gained: 9

Number of Accounts Lost: 2

AGENCY A TO Z

CDM NEW YORK

220 E 42nd Street
New York, NY 10017

Phone: 212.907.4300

Web: cdmny.com

Founded: 1984

Parent Company: The CDM Group, 200 Varick Street, New York, NY 10014

Full-time Employees: 352 (2014), 342 (2013)

Offices: New York, NY; Los Angeles, CA

Officers: Kyle Barich, President; Lori Klein, Managing Partner, Director of Client Services; Chris Palmer, Managing Partner, Executive Creative Director; Christopher Fiocco, Associate Partner, Director of Account Planning; Debra Polkes, Associate Partner, Creative Director; Celine Vita, Associate Partner, Client Service Director; Carolyn O'Neill, Associate Partner, Creative Director; Elizabeth Yi, Associate Partner, Director of Medical and Scientific Affairs

CDM PRINCETON

210 Carnegie Center, Suite 200
Princeton, NJ 08540

Phone: 609.936.5600

Email: info@cdmprinceton.com

Web: cdmprinceton.com

Founded: 1999

Parent Company: The CDM Group, 200 Varick Street, New York, NY 10014

Full-time Employees: 112 (2014), 109 (2013)

Officers: Chuck Wagner, President; Ashley Schofield, Managing Partner, Executive Creative Director; Jill Beene, Managing Partner, Director of Strategic Services; Amy Hansen, Associate Partner, Group Creative Director; Craig Romanok, Associate Partner, Director of Client Services

CDMICONNECT

200 Varick Street, 4th Floor
New York, NY 10014

Phone: 212.798.4400

Email: contactus@cdmiconnect.com

Web: cdmiconnect.com

Founded: 2000

Parent Company: The CDM Group, 200 Varick Street, New York, NY 10014

Full-time Employees: 144 (2014), 134 (2013)

Offices: New York, NY; San Francisco, CA

Officers: Deb Deaver, President; Dina Peck, Managing Partner, Executive Creative Director; Eliot Tyler, Managing Partner, Director of Client Services; Yvonne Lavender, Associate Partner, Director of Interactive Marketing; Tom Galati, Associate Partner, Creative Director

THE CEMENTBLOC

32 Old Slip, Floor 15
New York, NY 10005

Phone: 212.524.6200

Email: info@thecementbloc.com

Web: thecementbloc.com

Founded: 2000

Full-time Employees: 170 (2014)

Officers: Founding Partners: Susan Miller Viray, Rico Viray; Managing Partner: Jennifer Matthews; Partners: Stephanie Berman, Art Chavez, Elizabeth Elfenbein; EVPs: Prodeep Bose, Eric Fink, Alan Posner, Dan Sontupe

2014 Gross Income: 40M-65M

Services: The CementBloc is a full-service omnichannel creative engagement agency. We bring best-in-class category and customer expertise, plus core digital capabilities, to develop pioneering customer-centric programs for HCP, patient, and payer audiences. The Bloc is a founding member of Indigenus, an independent healthwellness communications network offering full global capabilities.

Healthcare Accounts: AstraZeneca; BioDelivery Sciences Inc; Bristol-Myers Squibb; Celgene; GSK; Merck; Montefiore Hospital System; Novartis; Pfizer; Regeneron; Salix; Vertex; Zoetis

Number of Accounts Gained: 5



CENTRON

1745 Broadway
New York, NY 10019

Phone: 646.722.8900

Email: mmetelenis@centroncom.com

Web: centroncom.com

Founded: 2005

Parent Company: HealthSTAR Communications, 1000 Wyckoff Avenue, Mahwah, NJ 07430

Full-time Employees: 85 (2014), 80 (2013)

Offices: New York, NY; Mahwah, NJ

Divisions: Centron Advertising, Centron Medical Education, Centron Public Relations, Centron Market Access

Officers: Marcia McLaughlin, CEO; Michael Metelenis, President, Centron Advertising; Erinn White, President, Centron Public Relations; Scott Baxter, President, Centron Market Access; Shannyn Smith, Managing Director, Centron Medical Education

Key senior hires: Jennifer Samuels, EVP, Managing Director; Danielle Tyburski, VP, Sr. Digital Strategist

2014 Gross Income: 15M-25M

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

	2014	2013
Professional print ads:	5	5
Sales Materials:	15	15
Professional digital/web/mobile:	25	25
Consumer print ads:	5	5
Consumer digital/web/mobile:	10	10
Promotional medical education:	25	25
Direct marketing:	5	5
Public relations:	10	10

AGENCY A TO Z

Services: Centron is a full-service medical communications agency offering senior-level strategic expertise across a range of therapeutic areas in advertising, public relations, medical education, and market access. Centron's senior staff has over 300 years of combined healthcare experience and is committed to building bold, effective, and synergistic communications. Centron is the lead U.S. agency for the HealthStar Vivactis Global Network.

Healthcare Accounts: Commonwealth: IBSchek; Genentech: Actemra; Rituxan; Ipsen; Dysport; Somatuline Depot Acromegaly; Somatuline Depot; Corporate and Internal Communications for Ipsen Biopharmaceuticals and Ipsen Bioscience; Medtronic: Spinal surgical approach – new product launch; Myriad Genetics: My Risk; Sebela: Miacalcin; Theravectys: Multiple products; Crisis; Corporate; Zyga Technologies: Symmetry; Centron Market Access; Actavis: Multiple products; Advanced Plasma Therapies: Multiple products; Biologics Specialty Pharmacy: Multiple products; Eisai: Multiple products, DSI, Genomic Health

Number of Accounts Gained: 13

Details of Account Gained in 2014: Advanced Plasma Therapies: Multiple Products; Actavis: Liletta; Ariad: AP-26113; Biologics Specialty Pharmacy: Multiple; Commonwealth: IBSchek; Gilead: Harvoni; Ipsen: Dysport, Increlex, Somatuline Depot Acromegaly, Somatuline Depot NET; Mayne: new product; Medtronic: spinal surgical approach; Novartis Breast Cancer Franchise; Theravectys: Multiple products



FEATURED WORK

Description: This is the launch platform for IBSchek, the only quick and reliable test for a diagnosis for IBS. We identified a core truth that guided the development of our message and creative campaign—the diagnosis of IBS is inconclusive, costly, frustrating and can take an average of 5 years. IBSchek changes the diagnostic journey for patients, allowing them to reach

appropriate treatment sooner and with greater certainty. Our campaign focuses on the value of “KNOW” to patients dealing with this common GI issue.

Creative/Account Team: Craig Yarwood (SVP, Director of Client Services), Frederick Rescott (EVP, Creative Director – Art), Letty Albarran (EVP, Creative Director – Copy), Jeff Halpern (SVP, Associate Creative Director – Copy), Daniel Stein (Copywriter), Bill Wiles (SVP, Associate Creative Director – Art), Tim Glenn (VP, Creative Group Supervisor – Art), Mark Schofield (SVP, Creative Director – Copy), Merry Lampi (Group Creative Supervisor – Art), Craig Savage (VP, Group Creative Supervisor), Sara Crawford (SVP, Management Supervisor), Jen Kim (Assistant Account Executive), Danielle Tyburksi (VP, Senior Digital Strategist), Stephanie Parks (Editorial Director)

Why this work is special: Immediately, our campaign showcases the goal that has proven to be so elusive to so many treaters and patients for so many years—a DIAGNOSIS. We added a twist by melding the words KNOW and DIAGNOSIS—capturing the emotional value of a diagnosis...of finally knowing...of finally being validated.

CHAMBERLAIN HEALTHCARE PR

450 West 15th Street
New York, NY 10011

Phone: 212.884.0650

Email: info@chamberlainpr.com

Web: chamberlainpr.com

Founded: 1993

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

Full-time Employees: 35 (2014), 35 (2013)

Offices: New York, Washington, Los Angeles

Officers: Christie Anbar, Managing Director

Services: Chamberlain is a healthcare public relations company serving

the healthcare sector exclusively. For more than 20 years, Chamberlain has worked to redefine and shape the standards by which health information is communicated. As counselors in this complex and evolving environment, we are passionate about translating science into meaningful messages that empower and inspire our audiences to take action and make informed decisions about their health. Chamberlain's diverse client roster represents several sectors in healthcare - from leading Fortune 100 & 500 pharmaceutical companies, to nonprofit organizations, to biotechnology and medical organizations. At Chamberlain, we offer a complete suite of communications services to reach target audiences through appropriate channels—fully matched to today's technological and geographic realities. An overview of services includes Brand Communications, Corporate Communications, Market Access, Traditional and Social Media Relations, Advocacy Relations, Data Strategy and Management, Public Affairs, Message and Content Development, National and Grassroots Programming, Issues and Crisis Management. Chamberlain as part of the InVentiv Health Public Relations Group and inVentiv Health, Inc., is part of a global communications network with 13,000 employees in 40 countries.

CHANDLER CHICCO AGENCY

450 West 15th Street
New York, NY 10011

Phone: 212.229.8400

Web: ccapr.com

Founded: 1995

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

Full-time Employees: 54 (2014), 52 (2013)

Offices: New York, Washington, Los Angeles

Officers: Tracy Naden, US Managing Director; Julie Adrian, Managing Director, LA; Heather Gartman, Managing Director, DC

Services: Chandler Chicco Agency (CCA), as part of the inVentiv Health Public Relations Group, is a global team of healthcare communications specialists dedicated to helping clients solve their most complex challenges. Integrating an unmatched breadth of resources that enables a comprehensive, 360-degree approach. CCA serves clients that span the spectrum of healthcare from blockbusters to niche products; large pharma to emerging specialty companies; biotech to devices and diagnostics; healthcare technology, hospitals, non-profits and academic centers. CCA sets the standard in delivering best-in-class communications in a collaborative, flexible environment where creativity reigns and clients come first. Highly valued as a natural extension of clients and winner of *PRWeek's* 2014 Healthcare Campaign of the Year, the CCA team is passionate about the work and proud to be making a real difference in people's lives. Our communications programs are driven by the need to motivate behavioral change among stakeholders. We achieve this by bringing the right people to the table—healthcare professionals, thought leaders, advocates, patients and loved ones—and then building alliances, communities, and champions motivated to act. CCA is fully integrated globally with operations in New York, Washington, Los Angeles, London, and Paris, and is supported by inVentiv Health, Inc., a pure-play global network spanning 45 markets. The network is truly best-in-class and, through ongoing collaboration and knowledge sharing, stays one step ahead of the local and regional social, economic and policy trends to ensure the delivery of integrated communications solutions for clients who seek global reach while demanding local relevance.

AGENCY A TO Z

CLOSERLOOK, INC.

212 West Superior Street, Suite 300
Chicago, IL 60654

Phone: 312.640.3700

Web: closerlook.com

Founded: 1987

Full-time Employees: 120 (2014), 111 (2013)

Officers: David Ormesher, Chief Executive Officer Jon Sawyer, President, Chief Operating Officer Ryan Mason, Chief Creative Officer Michael Tapson, Chief Technology Officer

2014 Gross Income: 15M-25M

Services: closerlook, inc. is a digital marketing agency that helps pharmaceutical marketers build better relationships with their best customers. The agency believes the answer to more effective and efficient marketing lies in the symbiotic relationship between customer intelligence and customer access. To help clients practice smarter marketing, closerlook develops offerings that both increase intelligence—through new technology, data collection, in-depth analysis and timely reporting—and broaden access to customers through responsive, content-rich campaigns that are integrated across a wide range of channels. Through the right combination of strategy, creative, analytics, technology and client service—closerlook is uniquely positioned to help its clients tie it all together.

CMI/COMPAS

2200 Renaissance Blvd Suite 160
King of Prussia, PA 19406

Phone: 856.723.7295

Web: www.cmicompas.com

Founded: 1989

Full-time Employees: 214 (2014), 181 (2013)

Offices: King of Prussia, PA; Philadelphia, PA; Manhattan, NY; Pennsauken, NJ

Officers: Stan Woodland, CEO; Susan Dorfman, Chief Commercial Officer; James Woodland, Chief Operations Officer; John Donovan, Chief Financial Officer; Nicole Woodland-DeVan, SVP, Buying Services & Deliverables; Nancy Logue, VP, Human Resources

2014 Gross Income: 40M-65M

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

	2014	2013
Professional print ads:	34	36
Professional digital/web/mobile:	40	31
Consumer print ads:	5	0
Consumer digital/web/mobile:	6	0
Promotional medical education:	5	9
Direct marketing:	10	24

Services: Media planning healthcare professional; media planning consumer; media buying healthcare professional; media buying consumer; media management and strategy

Healthcare Accounts: Clients include Abbott, Alcon, Amgen, Bayer, Biogen, Boehringer Ingelheim, Eisai, Eli Lilly, Johnson & Johnson, Genentech, Meda, Novartis, Salix, Sanofi, Sunovion, Takeda

Number of Accounts Gained: 6

Accounts Gained: Biogen, Cubist, Impax, Novartis, Supernus, Otsuka

Number of Accounts Lost: 1

CONCENTRIC HEALTH EXPERIENCE

175 Varick Street
New York, NY 10014

Phone: 212.633.9700

Web: concentrichx.com

Founded: 2002

Parent Company: MDC Partners

Full-time Employees: 155 (2014), 133 (2013)

Offices: New York, NY; London, UK

Officers: Ken Begasse Jr., Founder, Chief Executive Officer; Michael Sanzen, Founder, Chief Creative Officer; Jennie Fischette Managing Partner, Director of Account & Strategy; David Drucker Managing Partner, Chief Financial Officer; Adam Cohen Managing Partner, Executive Creative Director; Antoinette Bobbitt EVP, Director of Strategy; Jeff Hughes EVP, Director of Scientific Strategy; Andrew Bast EVP, Director of Strategic Integration; Jose Rivera EVP, Account Director

2014 Gross Income: 15M-25M

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

	2014	2013
Professional print ads:	5	5
Sales Materials:	15	15
Professional digital/web/mobile:	25	25
Consumer print ads:	5	5
Consumer digital/web/mobile:	10	10
Promotional medical education:	25	25
Direct marketing:	5	5
Public relations:	10	10

Healthcare Accounts: Allergan; Semprana; Ferring Pharmaceuticals Inc.; Prepopik; Guerbet; Dotarem; Leo Pharma Inc.; Taclonex; Medtronic Cardiovascular Franchise; Otsuka/Lundbeck Alliance; Brexpiprazole Global; Otsuka/Lundbeck Alliance; Brexpiprazole US; Novartis; Exjade; Rouses Point; Corporate; Theravance Inc.; Vibativ

New Accounts: Leo Pharma Inc.; Otrexup; Leo Pharma Inc.; Enstilar; Novartis; Zykadia; Novartis; Jadenu; Novartis; Farydak; Novartis; Tafinlar/Mekinist; Otsuka; Sativex; Sobi-Kepivance; Sobi-Kineret; Sobi-Orfadin; Sunovion-Brovana; Sunovion-Brovana Managed Care; Sunovion-SUN101; Becton Dickinson-Diabetes Franchise

CONNEXION HEALTHCARE

6 Terry Drive
Newton, PA 18940

Phone: 215.944.9440

Email: info@connexionhealthcare.com

Web: connexionhealthcare.com

Founded: 1999

Full-time Employees: 30 (2014), 26 (2013)

Offices: Newtown, PA; Boston, MA

Divisions: 3 Centers of Excellence

Officers: Susan Stein, CEO Robert Stein, CFO/COO Larry Lunak, Senior Vice President Oncology CoE Shari Wales, Senior VP Finance & Operations Connor Galloway, Vice President, Client Services, Rare Disease CoE Nicholas Stilwell, PhD, Vice President, Scientific

AGENCY A TO Z

Services, Neuroscience CoE Valery Sudakin, PhD, Vice President
Scientific Services, Oncology CoE

2014 Gross Income: 5M-10M

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

	2014	2013
Professional print ads:	5	5
Professional digital/web/mobile:	5	5
Promotional medical education:	90	90

Services: Connexion Healthcare is a full-service provider of medical and scientific communications committed to providing exceptional services to the pharmaceutical industry. Connexion is comprised of 3 Centers of Excellence—Oncology, Rare Disease, and Neuroscience—and possesses core expertise in these therapeutic areas and the nuances involved in each therapeutic landscape. Within these Centers of Excellence, we conceive, develop, and execute scientific communications designed to elucidate the mechanisms, effects, and therapeutic roles of specific clinical entities through an orchestration of publications, presentations, and multimedia programming. Our esteemed medical directors and content development team along with an accounts team rooted in science and best practices are poised and ready to support brands in Phase II development through 2 years postlaunch.

Healthcare Accounts: Client confidentiality agreements prevent disclosing or otherwise disseminating this information.

Number of Accounts Gained: 3

Number of Accounts Lost: 1

HEALTH + WELLNESS

CP HEALTH + WELLNESS (MCK-CP)

46 Waltham Street, 4th Floor
Boston, MA 02118

Phone: 617.521.5400

Email: mmclinden@connellypartners.com

Web: mckcp.com

Founded: 2014

Parent Company: Connolly Partners, 46 Waltham Street, 4th Floor, Boston, MA 02118

Full-time Employees: 15 (2014), 10 (2013)

Officers: Michael McLinden, Practice Director

Services: Media Neutral Offering Strategic Planning Creative & Content Media Planning & Buying Digital PR & Social Search Gamification Integrated Production Analytics

Healthcare Accounts: Afaxys, Ella®, EContra™ EZ, Aubra®, Chateal®, Lyza®, Tarina™, BD, BD Simplist Ready to Administer Prefilled Injectables, GW Pharmaceuticals, NeuroMetrix, Quell

Number of Accounts Gained: 3

Accounts Gained: Afaxys, Ella®, EContra™ EZ, Aubra®, Chateal®, Lyza®, Tarina™, GW Pharmaceuticals, NeuroMetrix, Quell, GW Pharmaceutical-Corporate

Number of Accounts Lost: 1

Account Lost: Vertical Pharmaceuticals-Divigel

2014 Gross Income: Under 5M

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

	2014	2013
Professional print ads:	10	10
Sales Materials:	40	20
Professional digital/web/mobile:	20	50
Consumer print ads:	5	0
Consumer digital/web/mobile:	20	0
Promotional medical education:	0	10
Direct marketing:	0	10
Other:	5	0



FEATURED WORK

Description: Introducing Quell wearable pain relief technology—a revolutionary, doctor-recommended approach to managing chronic pain that is 100% drug-free. Quell's FDA-cleared prescription strength technology works with your own body by stimulating your nerves and blocking pain signals in your body. It's a game changer for chronic pain sufferers.

Creative/account team: Executive Creative Director/Copy: Jonathan Plazonja; Senior Art Director: Jonah Hulbert; Account Director: Kathryn Wilson; Media Team for sample ad; Associate Media Director: Michelle Capasso

Why this ad is special: Since Quell lets users regain what chronic pain has taken away from them, we wanted to depict patients getting "back to life." The visual shows just that, plus the slim design of the Quell technology. Our voice is simple and conversational, making it approachable and easy to understand.

CREATE GROUP NYC, LLC

180 Varick Street, Suite 212
New York, NY 10014

Phone: 646.964.4247

Web: createnyc.com

Founded: 2009

Full-time Employees: 15 (2014), 10 (2013)

Officers: Natalie McDonald, President, Founding Creator; Lauren Wetmore, Creator, SVP Account Services; Sue Cohen, Creator, Director of Operations

2014 Gross Income: 10M-15M

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

	2014	2013
Professional print ads:	5	5
Sales Materials:	5	5
Professional digital/web/mobile:	20	20
Consumer print ads:	5	5
Consumer digital/web/mobile:	20	20
Promotional medical education:	5	5
Direct marketing:	40	40

Services: Create NYC is an innovative healthcare advertising agency that delivers top-notch creative on demand, with unparalleled speed to market and a cost-effective approach. We create core digital and print marketing materials for brands post-launch targeted at HCPs and consumers. Our client partnership includes creative development as well as strategy creation, tactical planning, targeting support, and executional oversight. Create NYC's unique agency model supports a range of healthcare companies.

Healthcare Accounts: Allergan: Botox, SERI Surgical; AstraZeneca: Seroquel XR; Boehringer Ingelheim: Aggrenox, Atrovent; Bristol-Myers Squibb: Eliquis;

AGENCY A TO Z

EMD Serono: Rebif; Innovative Medical Concepts: IMC-1; Pfizer: Aromasin, Arthrotec, Benefix, Bosulif, Caduet, Caverject, Celebrex, Detrol LA, Dilantin, Effexor XR, Enbrel, Geodon, Levoxyl, My Pfizer Brands Above Brand Platform for Savings Offers (42 Brands), Premarin, Plevnar 13, Pristiq, Protonix, Revatio, Sutent, Viagra, Xalatan, Xalkori, Xyntha, Zyvox; Sanofi Pasteur: Menactra

Number of Accounts Gained: 21

Accounts Gained: AstraZeneca: Seroquel XR; Bristol-Myers Squibb: Eliquis; EMD Serono: Rebif; Innovative Medical Concepts: IMC-1; Novartis: Established Medicines; Pfizer: Benefix, Bosulif, Celebrex, Duavee, Enbrel, Genotropin, Inlyta, Premarin, Pristiq, Rx Brand Savings, Sutent, Somavert, Torisel, Viagra, Xalkori, Xyntha, Zyvox

DEPIRRO/GARRONE

80 8th Avenue, Suite 902
New York, NY 10011

Phone: 212.206.6967

Email: creativematters@depirrogarrone.com

Web: depirrogarrone.com

Founded: 2008

Full-time Employees: 12 (2014), 12 (2013)

Officers: Michael DePirro; Partner Lisa Garrone, Partner

Services: Marketing, Advertising, Interactive, Digital Media, Print, Broadcast & Digital Advertising, Brand Promotions, Brand Strategy, Creative Concepting, Analytics, Social Media, Mobile & Tablet Application Design, Communications, Solutions, Creative Development

2014 Gross Income: Under 5M

DEVICEPHARM

2100 Main street, Suite 250
Irvine, CA 92614

Phone: 949.271.1180

Email: info@devicepharm.com

Web: devicepharm.com

Founded: 2002

Full-time Employees: 29 (2014), 27 (2013)

Offices: Irvine, CA; Minneapolis, MN

Officers: Clay Wilemon, CEO & CSO; Jon Hermie, President; Devon Malecki MD, EVP & Chief Medical Officer; Katherine Wiseman, Vice President; Brian Famigletti, VP & Managing Director, Minnesota

Key senior hires: Devon Malecki, MD, EVP & Chief Medical Officer; Brian Famigletti, VP & Managing Director, Minnesota

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

	2014	2013
Professional print ads:	5	5
Sales Materials:	10	15
Professional digital/web/mobile:	30	25
Consumer print ads:	5	5
Consumer broadcast:	10	10
Consumer digital/web/mobile:	10	10
Promotional medical education:	15	15
Direct marketing:	5	5
Other:	10	10

Services: Strategy & planning; integrated marketing communications, brand development, digital & interactive media; direct-to-consumer marketing; provider education; selling resources

Healthcare Accounts: Bausch & Lomb Surgical, Baxter (multiple divisions), Biolase, Boston Scientific (multiple divisions), DenMat, Medtronic (multiple divisions), ReShape Medical, Topcon

Number of Accounts Gained: 13

Number of Accounts Lost: 2



DID

201 S. Maple Avenue, Suite 200
Ambler, PA 19002

Phone: 215.619.8650

Email: inquire@didagency.com

Web: didagency.com

Founded: 2004

Full-time Employees: 65 (2014), 62 (2013)

Officers: Rick Sannem, Partner; Peter Kenney, Partner; Patty Henhoeffler, Managing Director; Elyse Cole, VP Strategy and Strategic Services; John DeMaio, MD, VP Medical and Scientific Programming; Bill Fay, Director Client Services and Business Development; Abby Galardi, Director Creative Services; Nicole Landau, Director Finance; Jennifer Threlfall, Director Strategic Client Services

Key senior hires: John DeMaio, MD, VP Medical and Scientific Programming; Jennifer Threlfall, Director Strategic Client Services

2014 Gross Income: 15M-25M

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

	2014	2013
Professional print ads:	10	10
Sales Materials:	10	10
2014 Professional digital/web/mobile:	25	25
Consumer print ads:	5	10
Consumer broadcast:	15	10
Consumer digital/web/mobile:	20	15
Promotional medical education:	5	5
Direct marketing:	5	5
Other:	5	10

Services: A full service health and wellness agency specializing in HCP/AHCP, patient, and consumer advertising. Services include strategy (research, analytics and measurement); planning (brand positioning, trends and marketing); and creative (print, video, digital, mobile apps and social media)

Number of Accounts Gained: 12

Number of Accounts Lost: 5

DigitasHealth LifeBrands

DIGITAS HEALTH LIFE BRANDS

100 Penn Square East, 11th Floor
Philadelphia, PA 19107

Phone: 215.545.4444

Email: newbusiness@digitashealth.com

Web: digitashealth.com

Founded: 1990 (acquired by Publicis Groupe in 2006)

Parent Company: Publicis Groupe, avenue des Champs Elysées,
Paris, France 75008

Full-time Employees: 465 (2014), 426 (2013)

Offices: New York, NY; San Francisco, CA; London, UK

Officers: Alexandra von Plato (Group President, North America, PHCG) Greg Lewis (EVP, New Business, Digitas Health LifeBrands) Brendan Gallagher (EVP, Experience Strategy & Innovation, Digitas Health LifeBrands) Craig Douglass (Executive Creative Director, General Manager, Philadelphia) Graham Mills (Global Chief Creative Officer, Digitas Health LifeBrands) Jacqueline Nolan (EVP, Executive Creative Director, New York) Len Dolce (Chief Financial Officer, Digitas Health LifeBrands) Michael Golub (Chief Medical Officer, Digitas Health LifeBrands) Mukarram Bhatti (SVP, Marketing Strategy and Analytics, Philadelphia) Susan Manber (EVP, Brand Strategy & Insights, New York) Tim Pantello (Managing Director, New York) Marion Chaplick (EVP of Account Management, General Manager, Philadelphia) Vineet Thapar (Group Creative Director, London) Raakhee Thompson (Managing Director, London)

Services: Brand agency of record Digital media agency of record Global marketing platforms



FEATURED WORK

Description: Through our "Strength in Numbers" campaign, we sought to create emotional connections on social media that would feed into our digital ecosystem of properties including Rebif.com, MSLifelines.com, and our YouTube channel.

DISCOVERY USA

222 Merchandise Mart Plaza, Suite 550
Chicago, IL 60654

Phone: 312.220.1500

Email: info@discoveryworldwide.com

Web: discoveryworldwide.com

Founded: 1987

Parent Company: Publicis Healthcare Communications Group,
One Penn Plaza, 250 West 34th Street, New York, NY 10119

Full-time Employees: 165 (2014), 162 (2013)

Offices: Chicago, IL; Philadelphia, PA

Officers: Donald Young -- Group Managing Director Kristin Keller

AGENCY A TO Z

-- EVP, Client Engagement Wolf Gallwitz -- Chief Scientific Officer Josh Tumelty -- SVP, Executive Creative Director April Meijer, SVP Advocacy and Social Engagement Gail Daltry -- SVP, Director of Production and Operations Derek Bengtson - VP Finance Robin Corralez - Director HR

Services: Discovery USA is a specialty healthcare marketing agency united by four core elements: a foundation in deep science, a dedication to creative storytelling, an aptitude to build meaningful relationships for their customers, and a shared passion for improving health and transforming lives. The agency works within specialty markets, rare diseases, bio-technology and emerging companies where their expertise and integrated offerings -- advertising, medical communications, advocacy & social engagement, and speaker bureau & event management -- have the greatest impact and better the world.

Number of Accounts Gained: 8

Number of Accounts Lost: 4

DUDNYK

5 Walnut Grove Drive, Suite 300
Horsham, PA 19044

Phone: 215.433.9406

Web: dudnyk.com

Founded: 1993

Offices: Horsham, PA; San Francisco, CA

Officers: Frank X. Powers, President; Christopher Tobias, EVP, Managing Director; Kathie Carnes, VP, Human Resources

2014 Gross Income: 10M-15M

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

	2014	2013
Professional print ads:	20	20
Sales Materials:	50	50
Professional digital/web/mobile:	30	30

Services: We turn transformative insights into behavior-changing creative for specialty physicians and their patients.

Healthcare Accounts: Antares Pharma, Inc.; Biogen; BTG International, Inc.; CeQur; Cubist Pharmaceuticals, Inc.; Dentsply Pharmaceuticals, Inc.; Dentsply Professional; Jazz Pharmaceuticals; Lundbeck; NDC; On Lok Life-ways; Onyx Pharmaceuticals; Roche Molecular Diagnostics; Shire; Zimmer Surgical

Number of Accounts Gained: 9

Accounts Gained: New major wins include Lundbeck, Onyx, and Shire

AGENCY A TO Z

EHEALTHCARE SOLUTIONS

810 Bear Tavern Rd, Suite 102
Ewing, NJ 08628

Phone: 609.882.8887

Email: info@ehsmail.com

Web: ehealthcaresolutions.com

Founded: 1999

Full-time Employees: 20 (2014), 17 (2013)

Officers: RJ Lewis, President & CEO Mike Koller, VP Finance

Services: eHealthcare Solutions (EHS) creates custom digital solutions tailored to meet each client's specific marketing goals. We then leverage our exclusive relationships with more than 75 of the leading medical societies, associations and media companies, consumer health sites and other healthcare partners to provide unparalleled access to the identified target audiences. EHS delivers an optimal blend of innovation, digital savvy and engagement that influences behavior, motivates action and drives results.

ENTRÉE HEALTH NEW YORK

220 E 42nd Street
New York, NY 10017

Phone: 212.896.8000

Email: connect@entreehealth.com

Web: entreehealth.com

Founded: 1997

Full-time Employees: 76 (2014), 91 (2013)

Offices: New York, NY; San Francisco, CA; Los Angeles, CA

Officers: Nina Greenberg, Managing Partner, Creative Director
Andrew Gottfried, Managing Partner, Director of Client Services

EVEO

1160 Battery St, Ste 275
San Francisco, CA 94111

Phone: 415.844.9400

Email: press@eveo.com

Web: eveo.com

Founded: 1999

Full-time Employees: 124 (2014), 150 (2013)

Offices: New York, NY; San Francisco, CA

Officers: Olivier Zitoun, Chief Executive Officer Jim Norwood, Chief Financial Officer Tom Tully, Chief Technology Officer Randey Arnold-Kraft, Senior Vice President, Human Resources and Operations Robert Macsweeney, Senior Vice President, Production

Services: Competitive Mining, Customer Research, Behavioral & Trend Analytics, Brand Planning, Tactical Planning, Branding, Visual Design, 3D Animation, Live Video Production, Medical Content Strategy & Production, Media Planning, SEO & SEM, Multichannel Marketing, Platform Development, System Integration, Social Media Monitoring, Gamification

Healthcare Accounts: Allergan Botox, Apheaon ShoutMD, Amgen Vectibix, Genentech Pulmozyme, Tandem Diabetes, Amneal Bioscience, TPI HCP HUB, Actavis Estrace, Biogen Idec, Forest Bystolic, Forest Saphris, rEVO Biologics, Crown Bioscience, Genentech Actavase, Genentech Pulmozyme, Genentech Xolair

Number of Accounts Gained: 9

Accounts Gained: Allergan Botox, Apheaon ShoutMD, Tandem Diabetes, Amneal Bioscience, TPI HCP HUB, Forest Bystolic, rEVO Biologics, Crown Bioscience, Genentech Actavase,

2014 Gross Income: 15M-25M

EVOKE HEALTH

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

Phone: 212.228.7200

Email: info@evokehealth.com

Web: evokehealth.com

Founded: 2006

Parent Company: Huntsworth Health, 800 Township Line Road, Suite 250, Yardley PA

Full-time Employees: 170 (2014), 150 (2013)

Offices: New York, NY; Philadelphia, PA; Chicago, IL

Officers: Reid Connolly, CEO and Founder; Heather Torak, Chief Operations Officer; Jonathan Isaacs, Chief Creative Officer; Tom Donnelly, Group Managing Director of Evoke Health Philadelphia and Evoke Health Chicago; Joanna Jacobs, Managing Director of Evoke Health New York; David Levin, Managing Director of Evoke Health Chicago

Key senior hires: Joanna Jacobs joined Evoke Health New York as their Managing Director. Jacobs will be responsible for the health and vitality of the agency's clients, as well as the growth and development of the office's talent. Jacobs is a proven industry leader with deep experience in the DTC space with more than 20 years of health and wellness marketing expertise. She is known for her superb track record of cultivating and leading premier consumer brands at Ogilvy & Mather, Merkle+Partners, and Saatchi Wellness—where she helped develop the Consumer Health & Wellness group. Other senior-level additions to the client services team in Evoke Health New York include VP, Client Partners, Laura Brill and Michelle Hankin. Dave Mihalovic also returned to the agency to serve as EVP, Experience & Innovation. Mihalovic oversees the creation of immersive and engaging, digitally powered experiences, which are essential to the agency's mission of making "health more human." New additions to the senior creative team at Evoke Health Philadelphia include Lance Paull, Executive Creative Director, and Steve DiMeo, Group Creative Director. They bring a tremendous amount of broad-based creativity and leadership experience to a team that is rapidly growing across all disciplines. Evoke Health Philadelphia also welcomed another senior-level addition to their client services team—Laura Jordan as VP, Client Partner.

Number of Accounts Gained: 13



EXCITANT HEALTHCARE ADVERTISING

1410 Meadowbrook Way
Woodstock, GA 30189

Phone: 678.357.1127

Email: mperlotto@excitanthealthcare.com

Web: excitanthealthcare.com

Founded: 2011

Officers: Mark Perlotto, President Ed Capparucci, SVP Director of Client Services Brian Alex, VP Creative Director

2014 Gross Income: Under 5M

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

	2014	2013
Professional print ads:	10	10
Sales Materials:	35	30
Professional digital/web/mobile:	15	20
Consumer digital/web/mobile:	10	0
Promotional medical education:	5	0
Direct marketing:	25	25
Other:	0	15

Services: Full-service including strategic planning, creative campaign development, tactical execution

Healthcare Accounts: Galen US Inc: SYNERA; McKesson Enterprise Information Solutions: Paragon, OneContent, Supply Chain Services; Prevention Pharmaceuticals: omx3 EyeHealth, omx3 Professional Strength, omx3 Ultra-Pure; Zoetis: DiroCHEK, Canine Reproductive Services, Equine Reproductive Services, FluDETECT Swine SIV, ProFLOK line, SERELISA Para TB, TiterCHEK CDV/CPV, ViraCHEK CV, ViraCHEK EIA, ViraCHEK FIV, Witness FeLV-FIV, Witness Heartworm

Number of Accounts Gained: 7

Accounts Gained: McKesson: Supply Chain Services, OneContent; Prevention Pharmaceuticals: omx3 Professional Strength; Zoetis: SERELISA Para TB, ViraCHEK FIV, Witness Heartworm, Witness FeLV-FIV

FCB HEALTH

100 West 33rd Street, 7th Floor
New York, NY 10001

Phone: 212.672.2300

Email: hello@fcbhealthcare.com

Web: fcbhealthcare.com

Parent Company: The Interpublic Group of Companies, Inc., 1114 Avenue of the Americas, New York, NY 10036

Full-time Employees: 571 (2014), 436 (2013)

Offices: AREA 23, Full-service agency; Neon, Full-service agency; ICC, Full-service agency; PACE, Full-service agency; TRIO, Full-service agency; ProHealth, Medical education; Hudson Global, Interactive education

Divisions: Mosaic Group - Managed markets, Branding – Branding strategy and design, Media – Planning and buying online/offline

Officers: Dana Maiman – President, CEO Rich Levy – Chief Creative Officer Michael Guarino – Chief Strategy Officer Lisa DuJat – Chief Talent Officer Tom Kelly – Chief Financial Officer

AGENCY A TO Z

Key senior hires: Courtney Grimes – SVP, Account Group Supervisor Al Nillas – SVP, Account Group Supervisor Caroline Lam – SVP, Account Group Supervisor Denise Lenci – SVP, Creative Director, for our Mosaic and ProHealth Divisions Matt Zogby – SVP, Group Strategic Analytics Director

2014 Gross Income: 100M+

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

	2014	2013
Professional print ads:	10	20
Sales Materials:	16	20
Professional digital/web/mobile:	28	27
Consumer print ads:	7	4
Consumer broadcast:	11	11
Consumer digital/web/mobile:	19	16
Promotional medical education:	5	5
Other:	4	7

Services: With more than 30 years of experience marketing to healthcare professionals, patients, and consumers, FCB Health produces work that is both strategically relevant and creatively compelling. The agency provides its clients with multichannel capabilities, including payer strategy and marketing, professional education, scientific services, strategic planning, and media services. Our high-energy, diverse culture and global network have enabled us to strengthen our relationships with an extensive client roster, which includes J&J, Boehringer Ingelheim, Bristol-Myers Squibb, Genentech, Novartis, and Takeda. We were named "Agency of the Year" by *Medical Advertising News* in 2006, 2009, and 2015 and by *Medical Marketing & Media* in 2007 and 2010. In 2010, 2011, 2012, and 2013, we were named "Most Creative Agency" by *Medical Advertising News*.

Current Healthcare Accounts: AbbVie, Acorda, Actavis, Amgen, Astellas, Boehringer Ingelheim, Bristol-Myers Squibb, Chimerix, Daiichi-Sanyko, Galderma, Genentech, Gilead, Iroko, Ironwood, Janssen, Keryx, LungLLC, Nestlé Health Science, Gerber, Novartis, PharmaDerm, Sandoz, Takeda, Teva, Vivus

Number of Accounts Gained: 18

Accounts Gained: Actavis: 1 New Product AOR Assignment; Astellas: 1 New Product AOR Assignment; Biogen: 1 New Product AOR Assignment; Bristol-Myers Squibb: 2 New Products AOR Assignment; Chimerix: 1 New Pipeline Product AOR Assignment; Cubist Pharmaceuticals: 1 New Product AOR Assignment; Genentech: 1 New Product AOR Assignment; Keryx: 1 New Product AOR Assignment; Novartis: 2 New Pipeline Products AOR Assignment; Onyx (Amgen): 1 New Product AOR Assignment; Sandoz: 1 New Pipeline Product AOR Assignment; Takeda: 2 New Products AOR Assignment; Teva: 3 New Products AOR Assignment

Number of Accounts Lost: 1

Account Lost: Noven: 1 Product AOR Assignment

FINGERPAINT

395 Broadway
Saratoga Springs, NY 12866

Phone: 518.693.6960

Email: questions@fingerpaintmarketing.com

Web: fingerpaintmarketing.com

Founded: 2008

Full-time Employees: 109 (2014), 87 (2013)

Offices: Saratoga Springs, NY; Albany, NY; New York, NY; Villanova, PA; Scottsdale, AZ

Officers: Ed Mitzen, founder Andy Pyfer, strategy Michelle Olson, strategy Patrick O'Shea, account service Jack Hyndman, creative Kira Karbocus, finance

2014 Gross Income: 15M-25M

AGENCY A TO Z

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

	2014	2013
Professional print ads:	22	30
Professional digital/web/mobile:	55	55
Consumer digital/web/mobile:	5	5
Direct marketing:	10	10
Public relations:	80	0

Services: Advertising, Analytics and Strategy, Audio and Video Production, Branding, Digital and Multichannel Marketing, Event Marketing, Public Relations

Number of Accounts Gained: 12



FLASHPOINT MEDICA

158 W 29th Street, 5th Floor
New York, NY 10001

Phone: 212.894.9750

Email: info@flashpointmedica.com

Web: flashpointmedica.com

Founded: 2005

Parent Company: Omnicom Group

Offices: New York, NY; San Francisco, CA

Officers: Charlene Prounis, CEO & Managing Partner Helen Appelbaum, Partner Robin Roberts, SVP, Management Supervisor Kevin Gotimer, SVP, Management Supervisor Steve Witt, SVP, Creative Director Kerry Baker, SVP, Creative Director Nicole Johnson, SVP, Director of Digital Strategy Shira Lawlor, SVP, Director of Business Strategy

Services: Flashpoint Medica is a full-service multichannel agency dedicated to building healthcare brands, with exceptional capabilities in key growth specialty markets. The agency is medium-sized, employing energetic individuals across various disciplines who "just get it." Clients continuously remark on Flashpoint's rigorous investigative approach, ability to package science effectively, and communicate a brand's promise in unique and memorable ways. This has been our hallmark since our inception and the impetus for our company name: We are experts at discovering the "flashpoint" – the key driving insight to fuel a brand's growth. One key point-of-difference is our fully integrated services. We employ a 5-prong approach of strategic/medical/account/digital/creative to develop strategically based, multichannel programming for building brands. In addition, our unique size makes us a desirable partner for both large and medium-sized clients, as can be seen from our diverse client roster. We offer an array of services commonly found in larger agencies, coupled with a strong client service culture and more intimate attention seen in smaller agencies.

Healthcare Accounts: American Regent; Injectafer; Celgene; Abraxane; Novartis; Afinitor; Novartis; Jakavi; Genentech; Tarceva; Prostrakan; Sancuso; Gilead; HIV Franchise; Takeda; Edarbi & Edarbyclor; Singulex; Single Molecular Counting Technology; Acorda; Ampyra; Crescendo Bioscience; Vectra DA

Number of Accounts Gained: 6

Accounts Gained: American Regent; Injectafer; Celgene; Abraxane; Novartis; Jakavi; Takeda; Edarbi & Edarbyclor; Singulex; Single Molecular Counting Technology; Novartis; Afinitor

Number of Accounts Lost: 2

Accounts Lost: Genentech; Actemra; Meda Pharmaceuticals; Aerospan

2014 Gross Income: 15M-25M

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

	2014	2013
Professional print ads:	50	50
Professional digital/web/mobile:	40	40
Promotional medical education:	10	10

FREE ENTERPRISE, LLC

495 Broadway
New York, NY 10012

Phone: 212.625.8740

Web: freeenterprisellc.com

Founded: 2012

Full-time Employees: 15 (2014), 15 (2013)

Offices: New York, NY

Officers: Blaine Lifton: CEO; Pam Hopkins: COO; Andrew Rider: Director of Client Services

2014 Gross Income: Under 5M

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

	2014	2013
Professional print ads:	5	0
Sales Materials:	5	0
Professional digital/web/mobile:	5	5
Consumer print ads:	5	5
Consumer broadcast:	50	70
Consumer digital/web/mobile:	25	10
Direct marketing:	5	10

Services: TV/Radio; Design/Animation; Video Production and Editing; Digital/Social/Mobile; Brand Identity; Media Planning; Consumer Research;

Healthcare Accounts: Healthgrades; American Diabetes Association

Number of Accounts Gained: 2

Accounts Gained: Drink Maple Water; Lovesac Furniture Company



GA COMMUNICATION GROUP

One East Wacker Drive, 32nd Floor
Chicago, IL 60601

Phone: 312.803.1900

Web: gacommunication.com

Founded: 1982

Full-time Employees: 105 (2014), 100 (2013)

Offices: Chicago, IL; Los Angeles, CA

Officers: Joseph Kuchta, CEO; Mark Goble, COO; Nancy Finigan, President; Ryan Van Pelt, SVP, Client Service; Mike McCartney, SVP, Client Service; Julie Hamilton, SVP, Client Service; Ben Currie, VP,

AGENCY A TO Z

Digital Solutions: Steve Buecking, VP Executive Producer; Barclay Missen, VP, Chief Creative Officer; Jody Cahill, VP, Agency Operations; Geoff Melick, VP, Chief Innovation Officer

Services: 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.

Healthcare Accounts: Baxter Biomarin Galena Biopharm Ikaria, Inc. Illinois Biotechnology Industry Organization [iBIO] Invictus Medical Mylan Institutional Obagi Medical Products Pharmacyclics Sakura Finetek U.S.A. Inc. Upsher-Smith Laboratories Inc. Valeritas

Number of Accounts Gained: 3

Accounts Gained: Pharmacyclics Imbruvica; Upsher-Smith Laboratories: USL 261; Biomarin: DMD agent

Number of Accounts Lost: 1

Account Lost: Vidara Therapeutics [resigned]

2014 Gross Income: 15M-25M

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

	2014	2013
Professional print ads:	10	5
Sales Materials:	35	20
Professional digital/web/mobile:	25	25
Consumer print ads:	5	10
Consumer digital/web/mobile:	20	5
Promotional medical education:	5	5

GCG HEALTHCARE

2421 West 7th Street, Suite 400
Fort Worth, TX 76107

Phone: 817.332.4600

Email: health@gcgmarketing.com

Web: gcghealthcare.com

Founded: 1973

Parent Company: GCG Marketing, 2421 West 7th Street, Suite 400, Fort Worth, TX 76107

Full-time Employees: 25 (2014), 23 (2013)

Officers: Neil Foster - President Pat Gabriel - Executive Director, Creative Services Allyson Cross - Executive Director, Marketing Kris Copeland - Creative Director Lori Johnson, PhD - Chief Scientific Officer

2014 Gross Income: 5M-10M

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

	2014	2013
Professional print ads:	8	10
Sales Materials:	30	35
Professional digital/web/mobile:	25	20
Consumer print ads:	0	10
Consumer digital/web/mobile:	10	0
Promotional medical education:	17	10
Direct marketing:	5	10
Public relations:	5	5

Services: Branding Strategic Planning Interactive/Digital Media Product Management Managed Care Consumer Advertising Peer-to-Peer Communications Patient Communications Professional Communications

Number of Accounts Gained: 4

GENR MEDIA

845 Third Avenue, 6th Floor
New York, NY 10022

Phone: 646.429.8323

Email: info@genrmedia.com

Web: GenRMedia.com

Founded: 2009

Officers: Andrew Stanger, President

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

	2014	2013
Sales Materials:	20	20
Professional digital/web/mobile:	30	30
Consumer digital/web/mobile:	20	20
Promotional medical education:	20	20
Other:	10	10

Services: GenR Media offers a suite of programs designed to educate, captivate, and stimulate audiences in the health care community. Clients include pharmaceutical companies, medical education agencies, providers and associations/institutions. GenR specializes in various programs including websites, mobile apps, video captures, e-details, content management systems, meetings management, and general interactive strategy.

GIANT CREATIVE STRATEGY, LLC

1700 Montgomery Street, Suite 485
San Francisco, CA 94111

Phone: 415.655.5200

Web: giantagency.com

Founded: 2002

Full-time Employees: 200 (2014), 155 (2013)

Offices: San Francisco, CA; Philadelphia, PA

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

2014 Gross Income: 40M-65M

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

	2014	2013
Professional print ads:	10	10
Sales Materials:	20	20
Professional digital/web/mobile:	35	35
Consumer digital/web/mobile:	15	10
Promotional medical education:	5	5
Direct marketing:	10	10
Other:	5	10

Services: Positioning, branding, integrated creative campaign development for product and corporate brands to HCPs, patients, caregivers, advocacy groups, payers, investors, and internal stakeholders leveraging, innovation cross-channel and platform including digital selling, web strategy, mobile apps, live and virtual programs, social media, analytics, and relationship management

Healthcare Accounts: Abbott Diabetes Care: Freestyle Neo, Athena; Actelion: Opsumit, Valchlor, Ventavis, Veletri, Zavesca; Amgen: Neulasta, Neupogen; Astellas: Xtandi; AstraZeneca: Seroquel XR, corporate digital projects; BioMarin: cerliponase alpha, talazoparib; Boston Scientific: Aliar System; Cancer Research Institute: The Answer to Cancer website; Depomed: Gralise, Lazanda; Edwards Lifesciences: SAPIEN; Genentech: Activase, Biosimilars, Esbriet, Lucentis, Managed Markets; Medical Affairs; Medivation: Xtandi;

AGENCY A TO Z

Merz: corporate digital projects; Neutrogena: OTC dermatologics; Novo Nordisk: Saxenda RM, corporate digital projects; Onyx: Make Your Mark, medical affairs corporate projects; PCA Skin: corporate projects; Roche Global: Esbriet; Thoratec: Heartmate III.

Number of Accounts Gained: 12

Accounts Gained: Abbott Diabetes Care: Freestyle Neo, Athena; AstraZeneca: Seroquel XR, corporate digital projects; BioMarin: cerliponase alpha, talazoparib; Novo Nordisk: Saxenda RM, corporate digital projects; PCA Skin: corporate projects; Roche Global: Esbriet; Thoratec: Heartmate III.

GREATER THAN ONE

395 Hudson Street, 4th Floor
New York, NY 10014

Phone: 212.252.1999

Email: contact@greaterthanone.com

Web: greaterthanone.com

Founded: 2000

Full-time Employees: 130 (2014), 125 (2013)

Offices: New York, NY; San Francisco, CA

Divisions: The Greater Than One Group, Greater Than One, GTO Media, Adjacent To One, Greater Good, GTO Oncology

Officers: Elizabeth Apelles, CEO; Amanda Powers, Senior Partner – West; Patrick Rorke, COO; Pamela Pinta, Partner - Chief Strategic Partner; Mark Sadowski, CFO

2014 Gross Income: 25M-40M

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

	2014	2013
Professional digital/web/mobile:	56	53
Consumer digital/web/mobile:	39	45
Direct marketing:	3	2
Other:	2	12.5

Services: Analytics, Insights & Strategy (AIS), Customer Relationship Marketing (CRM), Experience Design (ExD), Print Communications, Technology and Delivery, Production, Media/Search

Healthcare Accounts: Genentech: Various; Jazz Pharmaceuticals: Various; GlaxoSmithKline: Various

Number of Accounts Gained: 8

Accounts Gained: Novant Health: Diabetic Foot; Amgen: Oncology; Novartis: Heart Failure; Actelion: Various; Hologic: Medical Device; Intermune: Various; Eisai: Oncology; Culinary Institute of America: Health & Wellness

Number of Accounts Lost: 2

Accounts Lost: Blue Shield of California; Entrotech



GREY

200 Fifth Avenue, 4th Floor
New York, NY 10017

Phone: 212.546.2000

Email: btauber@grey.com

Web: grey.com

Founded: 1917

Parent Company: GREY Global Group, 200 Fifth Avenue, 4th Floor, New York, NY 10017

Full-time Employees: 1000+ (2014), 900 (2013)

Offices: New York, NY; San Francisco, CA; Los Angeles, CA

Officers: Jim Heekin, CEO Global Michael Houston, CEO North America Tor Myhren, CCO, Global

2014 Gross Income: 40M-65M

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

	2014	2013
Professional print ads:	20	25
Sales Materials:	20	20
Professional digital/web/mobile:	20	20
Consumer print ads:	50	35
Consumer broadcast:	25	25
Consumer digital/web/mobile:	20	20
Promotional medical education:	15	15
Direct marketing:	5	5
Public relations:	5	5
Other:	10	10

Services: DTC Promotion; OTC Promotion; OTC/DTC/HCP Advertising Strategic Planning Media Planning & Buying Patient Medical Education Branding & Identity Packaging & Package Design Interactive Marketing Activation Marketing/Events Customer Relationship Marketing Multicultural Advertising

Healthcare Accounts: Eli Lilly And Company: Cialis, Axiron, Lilly Diabetes, Basaglar, Trulicity, Autoimmune Portfolio, Oncology Portfolio, Cardiovascular Portfolio; BI: Pradaxa. Allergan: Botox, Juvederm; GSK: Tums,

Number of Accounts Gained: 6

Accounts Gained: Eli Lilly And Company: Autoimmune And Oncology

GREY HEALTHCARE GROUP

200 Fifth Ave, 5th Floor
New York, NY 10010

Phone: 212.886.3288

Email: ghgnewsroom@ghgroup.com

Web: ghgroup.com

Founded: 1985

Parent Company: WPP, 100 Park Ave, New York, NY

Full-time Employees: 565 (2014), 573 (2013)

Offices: New York City, NY; Summit, NJ; Stamford, CT; Cincinnati, OH; Kansas City, KS

Divisions: IMsci, Darwin, OnCall, PhaseFive, WG Consulting, Avenue Grey

Officers: Lynn O'Conner Vos, CEO, ghg Erin Byrne, Managing Partner, Chief Engagement Officer, ghg John Dietz, Managing Partner, Brand Strategy Director, ghg Ben Ingersoll, Managing Partner, Chief Creative Officer, ghg Jeff Farina, Managing Partner, ghg Summit Greg Lewis, Managing Partner, ghg Summit Barbara Blasso, President, IMsci Wendy Balter, President, PhaseFive Bryan Archambault, SVP, Kansas City

Key senior hire: Ben Ingersoll was appointed as Managing Partner and Chief Creative Officer in August of 2014. In this role he is responsible for all US creative operations, including copy, art, editorial and studio. He also oversees collaboration among the agency's creative directors in London and Sydney.

AGENCY A TO Z

Services: ghg is a global healthcare communications, headquartered in New York, with offices in North America, Europe, and Asia. ghg works with companies to build world-class healthcare and pharmaceutical brands among medical professionals and consumers, with an approach that covers print, digital, mobile, television broadcast media, medical education, sales force presentation, managed access strategies, social media strategy, professional communications, and public relations.

Healthcare Accounts: Bayer Animal Health, Bayer Women's Health, Bayer Oncology, Baxter, Novo Nordisk, Novartis, Pfizer, Roche, EOS, and INMED.

GRIFF/SMC, INC.

954 Pearl St.
Boulder, CO 80302

Phone: 303.443.7602

Email: griff@griffsmc.com

Web: griffsmc.com

Founded: 1975

Full-time Employees: 1 (2014), 2 (2013)

Officers: Bob Griff, President, Creative Director

2014 Gross Income: Under 5M

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

	2014	2013
Professional print ads:	10	5
Sales Materials:	50	60
Professional digital/web/mobile:	10	5
Promotional medical education:	5	5
Direct marketing:	15	20
Public relations:	5	5
Other:	5	5

Services: Medical Marketing Communications

Healthcare Accounts: Westmed; UMC Healthcare Solutions; Tyber Medical

Number of Accounts Gained: 1

Account Gained: UMC Healthcare Solutions

GSW

500 Olde Worthington Road
Westerville, OH 43082

Phone: 614.848.4848

Email: contactus@gsw-w.com

Web: gsw-w.com

Founded: 1977

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

Full-time Employees: 600 (2014)

Offices: Columbus, OH; New York, NY, Greater Philadelphia, PA

Officers: Marci Piasecki, President GSW, North America; marcella.piasecki@inventivhealth.com Doug Mills, Chief Financial Officer, North America; douglas.mills@inventivhealth.com Dan Smith, President, Columbus; dan.smith@inventivhealth.com Susan Perlbachs, Executive Director, New York; susan.perlbachs@inventivhealth.com Melissa Morrow, Senior Vice President, Managing Director, Greater Philadelphia Area; melissa.morrow@inventivhealth.com David Sonderman, Executive Vice President, Executive Creative Director, Columbus;

david.sonderman@inventivhealth.com Nick Capanear, Executive Vice President, Executive Creative Director, New York; nicholas.capanear@inventivhealth.com Michelle Casciola, Senior Vice President, Group Creative Director, Greater Philadelphia Area; michelle.casciola@inventivhealth.com Matthew Mizer, Executive Vice President, New Business and Marketing, North America; matthew.mizer@inventivhealth.com Kevin Coleman, Executive Vice President, Growth Strategy Officer, North America; kevin.coleman@inventivhealth.com

Key senior hires: Melissa Morrow, Senior Vice President, Managing Director, Greater Philadelphia Area Molly Harr, VP, Human Resources, North America Adman, Bergman, SVP, Director of Technology, North America

2014 Gross Income: 100M+

Services: Advertising; marketing communications; strategic/customer insight planning; market research and development; branding and brand strategy; media strategy and communications planning; direct marketing; digital, interactive, closed-loop marketing; mobile and wireless applications; social media strategy/engagement; medical/scientific insight and communications; syndicated content/communication creation

Current Healthcare Accounts: Amgen, Inc.; AstraZeneca (New York); Bayer Healthcare (NYC); Bristol-Myers Squibb Co.; Biogen; Cardinal Health; Cross-care, Inc; CVS Caremark; Elanco Animal Health; Eli Lilly & Company; Endo Pharmaceuticals; GE Healthcare; Gilead Sciences Inc.; Janssen Therapeutics; Johnson & Johnson/Janssen; Pfizer; Salix; Shire; Stryker; Wellspring Pharmaceutical; Mylan; JDRF; Emisphere; Zeltiq; Hollister; Rockwell Medical; Covidien; The Medicines Company; Clarus Therapeutics; Foundation Medicine; ASCO; Novo Nordisk; Cyberonics; Actavis Forest; Mental Health America; Susan B. Komen; UCB; Mead Johnson; Tear Lab; Alcon; National Bone Health Alliance; Boehringer Ingelheim; Tetrphase

Number of Accounts Gained: 24

Accounts Gained: 1.Rextoro (AOR) (Clarus Therapeutics) 2.FoundationOne (AOR) (Foundation Medicine) 3.GetAroundKnee and MAKoplasty (Stryker) 4.Fetzima DTC (AOR) (Actavis/Forest) 5.e-detailing (Shire) 6.Vyvanse ADHD BED (Shire) 7.Lilly Oncology on Canvas (AOR) (Eli Lilly) 8.Reslizumab (AOR) (Teva) 9.Global Hemophilia Portfolio (Novo Nordisk) 10.US Insulins (AOR) (Eli Lilly) 11.Listerine (Essential Oils Project) (Johnson & Johnson) 12.Belbuca (AOR) Endo 13.Natesto (AOR) Endo 14.Seroquel project (AstraZeneca) 15.Turdorza DTC (AOR) (Actavis/Forest) 16.Cimzia (AOR) (UCB) 17.VNS Therapy digital (Cyberonics) 18.Enfamil Global (Mead Johnson Nutrition) 19.Prolia (AOR + Digital) (Amgen) 20.CancerLinQ (ASCO) 21.Conquer Cancer Foundation (ASCO) 22.Ophthalmology Diagnostics (TearLab) 23.Daliresp (Actavis/Forest) 24.Necitumumab (Eli Lilly)

FEATURED WORK



Description: Dermatologists are interested in outcomes. In their patients' satisfaction. Mechanism of action is important, but it's often secondary to results. And in the category of psoriasis, dermatologists haven't needed to fully understand the inflammatory cascade. There were such limited treatment options that the details

of how each worked was not critical. That all changed with the introduction of several biologic treatments claiming increasing specificity as their key differentiator. We needed to educate dermatologists, in a simple and iconic way, on the importance of the IL-17 pathway. Showing them in a visually arresting way how this pathway is truly at the center of the storm that is psoriasis.

Creative Team: Art: Nicholas Capanear, Christine Bringuez, Kerry Ciociola Copy: Susan Perlbachs, Reed Perkins, Patrick Brodfuehrer, Jeannine Doumar Production: Jon Parkinson, Saddington Baynes

Why this ad is special: "The Storm" campaign was created for the global dermatology community and included journal ads, brochures, convention panels, and mechanism of disease videos. It will continue to expand this year on-line through a disease state website that will include a documentary and valuable resources about psoriasis. The non-branded campaign was able to bridge the importance of aesthetics to dermatologists with the need for a deeper understanding of the underlying science.

"The Storm" campaign has been recognized by leading dermatologists as the "perfect analogy" to describe the complex inflammation cascade that causes psoriasis; many have used the storm concept and visuals in their symposia.

AGENCY A TO Z



GUIDEMARK HEALTH

6 Campus Drive
Parsippany, NJ 07054

Phone: 609.951.1000

Email: matt.brown@guidemarkhealth.com

Web: guidemarkhealth.com

Founded: 2014

Full-time Employees: 115 (2014)

Total US Staff: 115

Offices: Parsippany, NJ; Princeton, NJ; Stamford, CT

Officers: Matt Brown (CEO), Tina Fascetti (Chief Creative Officer), Fred Petito (Chief Customer Engagement Officer), Sid Gokhale (Chief Technology Officer), Leslie Prestoy (Chief Learning Solutions Officer), Omar Shoheiber (Managing Partner), Jim Hughes (Managing Partner), Nick Kiratsous (Managing Partner), Jim Hoblitzell (Chief Financial Officer), Joy Gray (Director of Human Resources)

Key senior hires: Matt Brown (CEO), Tina Fascetti (Chief Creative Officer), Fred Petito (Chief Customer Engagement Officer), Sid Gokhale (Chief Technology Officer), Leslie Prestoy (Chief Learning Solutions Officer), Omar Shoheiber (Managing Partner), Jim Hughes (Managing Partner), Nick Kiratsous (Managing Partner), Jim Hoblitzell (Chief Financial Officer), Joy Gray (Director of Human Resources)

2014 Gross Income: 25M-40M

Services: Market Research Branding Professional/Consumer Promotion Customer Experience Design and Planning Digital Innovations Medical Communications Live and eLearning Market Access Emerging Media and Platforms

Healthcare Accounts: Acorda: Ampyra, Plumiaz; ACTELION PHARMACEUTICALS, US INC.: Opsumit (PAH); Amgen, Inc: Enbrel, Xgeva, T-VEC, Brodalumab; Baxter: HyQvia (PI), FEIBA, OB, I, Gammagard; Bayer: Finacea, Desonate, Rosacea, Kogenate; Biogen: Alprolix, Elocetate, Tecfidera, Selling Skills; Boehringer Ingelheim Pharmaceuticals, Inc: Gilotrif, Pradaxa (CV); Daiichi Sankyo Pharma Development: Welchol, Clinical Development; Forest Laboratories, Inc.: Non-Brands, Bystolic, Namenda, Lexapro, Savella; GE Healthcare: Vizamyli; Genoptix: Non-Brands; GSK: Votrient, Promacta, Benlysta, Tykerb, Arzerra, Valtrex, Trexima, Twinrix, Levitra, Staxyn, Fluarix, Epzicom, Havrix, Hibrix, Infanrix, Kinrix, Flulaval, Boostrix, Rotarix, Lovaza, Pediarix, Entereg; Icaria: Lucassin, Inomax; Janssen: Invega Sustenna; Jazz Pharmaceuticals, Inc.: Prialt, Erwinase, Defibrotide; Lilly: Amyvid; Lundbeck, Inc.: Novartis: Diovan, Starlix, Lotrel, Zelnorm, Exelon, Trileptal, Tassigna, Zometa, Stalevo, Exforge, Rasilex, Galvus, Tassigna, TOBI, Tektruna, Gleevec, Femara; NOVARTIS VACCINES: Menveo, Bexsero, Ixario, Rabavert; NovoNordisk: Non-brands; Pfizer: rLP2086, Biosimilars Immunology portfolio; SHIRE US: Vyvanse, Lialda; Stiefel Laboratories, Inc.: Oiatum, Cutivate, Veltin, Physiogel, Altargo, Bactroban, Dermovate, Olux-E, Luziq.; EMD Serono: Rebif; UCB: Cimzia, Vimpat; ViiV

Number of Accounts Gained: 13

Accounts Gained: Auxilium: Stendra, Xiaflex, TRT; Boston Biomedical: Cancer Stem Cell (unbranded); Cubist: Cubicin, Difucid, Entereg, Sivextro, Zerbaxa; Emergent Biosolutions: Adaptir; Endo Pharmaceuticals: Supprelin; Inovio: VGX-3100; Janssen **Services:** Imbruvica, Zytiga, Siltuximab, Remicade, Simponi, Stelara.; Nephrogenex: Pyridorin; Olympus: Otsuka America: Brexpiprazol, Pharmacy (unbranded), Samsca; Questcor; Rhodes; PaxVax: Vivotif; Novartis: Flud65, Flucelvax, Zoetis: Sarolaner



FEATURED WORK

Description: It was time and there was a need for a new agency model that provided clients deeper engagements with their customers and patients. We deconstructed the way healthcare agencies were doing business and started from the ground up, offering clients a new way of thinking about their business.

Creative/Account Team: Creative: CCO: Tina Fascetti; CD: Peter Cohen; AD/Designer: Gayle Macdonell; Account: Matt Brown

Media Team: Media: Stephanie Cottino

Why this ad is special: This ad goes to the heart of Guidemark Health's philosophy of

seeing and thinking differently about health care marketing. We don't see things the way everybody else does. We look deeper and dig deeper to find keen insights that help our clients engage with their customers on a whole new level.

H4B BOSTON

10 Summer Street, 5th Floor
Boston, MA 02110

Phone: 857.305.4801

Web: h4bboston.com

Founded: 2012

Parent Company: Havas Health, 200 Madison Avenue, New York, NY 10016

Full-time Employees: 25 (2014), 18 (2013)

Officers: Stephen Piotrowski, EVP, Managing Director; Julien Jarreau, EVP, Creative Director

Services: Full service, unified communications agency skilled at professional brand building, professional and patient digital engagement, market development, payer advocacy, and pre-commercialization strategy.

H4B CATAPULT

200 American Metro Blvd, Suite 220
Hamilton, NJ 08617

Phone: 609.945.9490

Web: h4bcatapult.com

Founded: 2008

Parent Company: Havas Health, 200 Madison Avenue, New York, NY 10016

Full-time Employees: 65 (2014), 140 (2013)

Officers: Steven Nothel, Chief Client Service Officer & Partner
Michael Peto, Chief Operating Officer & Partner
Christian Bauman, Chief Creative Officer & Partner

Services: Full service, unified communications agency skilled at professional brand building, professional and patient digital engagement, market development, payer advocacy and pre-commercialization strategy

AGENCY A TO Z

H4B CHELSEA

75 Ninth Avenue
New York, NY 10010

Phone: 212.299.5000

Web: h4bchelsea.com

Founded: 2004

Parent Company: Havas Health, 200 Madison Avenue, New York, NY 10016

Full-time Employees: 359 (2014), 305 (2013)

Officers: Steven Nothel, Chief Client Service Officer & Partner
Michael Peto, Chief Operating Officer & Partner
Christian Bauman, Chief Creative Officer & Partner

Services: Professional / Consumer / Digital / Medical Education / Market Access / Relationship Marketing / PR / OTC

HARRISON AND STAR

75 Varick Street
New York, NY 10013

Phone: 212.727.1330

Web: harrisonandstar.com

Founded: 1986

Parent Company: Omnicom, 437 Madison Ave, New York, NY 10022

Offices: New York, NY; San Francisco, CA

Officers: Ty Curran (Chairman and CEO), Charles Doomany (EVP, CFO, COO), Mardene Miller (President), Mario Muredda (President), Robert Gemignani (EVP, Chief Human Resources Officer), Kirsten Kantak (SVP, Global Managing Director)

Services: Healthcare Advertising; Strategic Planning; Sales Support; Physician, Payer and Patient Communications; Multichannel Solutions; Customer Relationship Marketing; Branding; Corporate Communications; Graphic Arts & Digital Printing; Research; Interactive Services/Digital Communications; Measurement and Applied Analytics; Wireless/Mobile Marketing

Healthcare Accounts: Bayer, Beiersdorf, BTG, Daiichi Sankyo, Eisai, Genentech, Gilead, Lexicon, Merck, Novartis, Roche, Salix, Teva, Valeant, Vanda

HAVAS HEALTH SOFTWARE

200 Madison Avenue
New York, NY 10016

Phone: 212.532.1000

Web: havashealthsoftware.com

Founded: 2012

Parent Company: Havas Health, 200 Madison Avenue, New York, NY 10016

Full-time Employees: 29 (2014), 25 (2013)

Divisions: Magma in Costa Rica

Officers: Larry Mickelberg, Partner & Chief Digital Officer; Dan Marselle, Chief of Operations; Jeff Bogursky, SVP

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

HAVAS LIFE & WELLNESS

200 Madison Avenue
New York, NY 10016

Phone: 212.884.1400

Email: hello@havaslifeandwellness.com

Web: havaslifeandwellness.com

Founded: 2014

Parent Company: Havas Health, 200 Madison Avenue, New York, NY 10016

Full-time Employees: 50 (2014)

Divisions: Magma in Costa Rica

Officers: Laurel Rossi, President

Services: Multicultural marketing, LGBTQI Marketing, Marketing to Women, Women's Health, Advertising, Promotion, DTC, Shopper Marketing, CRM, Database Management and Marketing, Digital, Social including Community Management

HAVAS LIFE MEDICOM

10 Summer Street
Boston, MA 02110

Phone: 917.856.6458

Email: enquiries@havaslifemedicom.com

Web: havaslifemedicom.com

Founded: 2002

Parent Company: Havas Health, 200 Madison Avenue, New York, NY 10016

Full-time Employees: 100+ (2014), 100+ (2013)

Officers: Jeff Hoffman, Chief Development Officer, Partner

Services: Havas Life Medicom is the full-service medical communications group within Havas Health. We offer our clients unique capabilities and proprietary services including but not limited to scientific platforms, thought leader optimization platforms, congress planning, publication planning, advisory boards, virtual meeting platforms, interactive digital tools, scientific roundtables, and mindset continuum.

HAVAS LIFE METRO

200 Madison Avenue
New York, NY 10016

Phone: 212.532.1000

Web: havaslife.com/life/metro

Founded: 1980

Parent Company: Havas Health, 200 Madison Avenue, New York, NY 10016

Full-time Employees: 160 (2014), 160 (2013)

Offices: New York, NY; Chicago, IL

Officers: Cris Morton, Managing Director; Christine D'Appolonia, Managing Director

Services: Health and wellness communication strategy, creative, market access, market development/medical education, digital, social

AGENCY A TO Z

HAVAS LIFE NEW YORK

200 Madison Avenue
New York, NY 10016

Phone: 212.726.5050

Web: havaslife.com

Founded: 2003

Parent Company: Havas Health, 200 Madison Avenue, New York, NY 10016

Full-time Employees: 125 (2014), 100 (2013)

Officers: Allison Ceraso, Managing Director, Chief Creative Officer; Michael McNamara, Managing Director

Services: Health and wellness has entered the age of tech. Whether your product is a therapeutic app, an informatics platform, or a souped-up molecule poised to redefine the market, HLNy is the communications agency with the strategic and executional chops to set you up for success. Our proven Creative Business Ideas drive results, while our passionate, tenacious, and talented teams drive your business. We create not just brands, but sophisticated brand experiences that use the most advanced tools in the industry to engage physicians, payers, and patients for lasting success. You might call us health and wellness with a tech twist. So when you need to get it done, we'll help you do it right.

HAVAS LYNX

200 Madison Avenue
New York, NY 10016

Phone: 212.532.1000

Email: ny@havaslynx.com

Web: havaslynx.com

Founded: 2012

Parent Company: Havas Health, 200 Madison Avenue, New York, NY 10016

Full-time Employees: 300 (2014), 250 (2013)

Officers: Larry Mickelberg, Partner & President

Services: Full-service health and well communications, constellated around a digital core, including deep expertise in mobile, social, media, and analytics.

HAVAS PR

200 Madison
New York, NY 10016

Phone: 646.361.1837

Email: prinfo@havasww.com

Web: us.havaspr.com

Founded: 1991

Parent Company: Havas Health, 200 Madison Avenue, New York, NY 10016

Full-time Employees: 260 (2014), 250 (2013)

Offices: New York, NY; Pittsburgh, PA; Los Angeles, CA; Seattle, WA; Austin, TX; Boston, MA

Divisions: Abernathy McGregor (financial marketing), Havas Peaks (executive branding), Havas PR Hispanic, Cake Group (experiential)

Officers: Marian Salzman, CEO, North America and chair, Havas

PR Global Collective Denise Chappell, EVP, Healthcare Lisa Vanella, EVP, Media Jody Sunna, EVP, Consumer & Lifestyle Ravi Sunnak, EVP, Corporate

Key senior hires: Have brought on Denise Chappell to spearhead health and wellness practice. Have also brought on Lisa Vanella to collaborate on HC offering and provide media support across all practice groups.

Services: Strategy, media relations, social media, influencer relations, crisis and issues management, measurement

HCB HEALTH

701 Brazos, Suite 1100
Austin, TX 78701

Phone: 512.320.8511

Web: hcbhealth.com

Founded: 2001

Parent Company: HCB Health

Full-time Employees: 60 (2014)

Offices: Austin, TX; Chicago, IL

Officers: Kerry Hilton, Partner/CEO; Nancy Beesley, Partner/CMO; Amy Dowell, Executive Vice President; Kim Carpenter, Executive Vice President; Joe Doyle, Vice President/Digital Strategy; Al Topin, President HCB Chicago; Betsy Kramer, Vice President Account Director; Tanja Noren, Vice President/Account Director

2014 Gross Income: 10M-15M

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

	2014	2013
Professional Print ads:	20	25
Sales Materials:	25	30
Professional Digital/web/mobile:	25	15
Consumer print:	10	10
Consumer broadcast:	10	10
Consumer Digital/web/mobile:	5	5
Promotional Medical Education	1	1
Direct Marketing:	3	3
P/R:	1	1

Services: Strategic Planning; Corporate and Product branding and advertising; sales collateral; market research; usability research; creative development; website development; digital sales tools, apps; social media; education/training; print, broadcast and interactive media planning and buying, search engine marketing, public relations; data analytics

Healthcare Accounts: Alcon, The Medicines Company, Gore, Astute Medical, Pearson, Stryker, Texas Oncology, Invisalign, Biotissue, Luminex, Schumacher Group, Baxter, Mission Pharmacal, Vetter, Myriad, Teva Neuroscience.

Number of Accounts Gained: 6

Account Gained: The Medicines Company, Luminex, Biotissue, Pearson, Gore, Astute Medical

Number of Accounts Lost: 1

Account Lost: AposTherapy

AGENCY A TO Z

HEALTHCARE REGIONAL MARKETING

4270 Ivy Pointe Blvd
Cincinnati, OH 45245

Phone: 513.864.8900

Web: hrmexperts.com

Founded: 2007

Full-time Employees: 40 (2014), 35 (2013)

Offices: Cincinnati, OH; New York, NY; Atlanta, GA; Richmond, VA; Flemington, NJ

Officers: Bill Goldberg CEO, Scott Weintraub CMO, Jeff Spanbauer COO, Kim Palermo Managing Director, Doug Zink Sr. VP

2014 Gross Income: 10M-15M

Services: Regional Marketing Strategy, Analysis, Programs and Execution for the Pharmaceutical Industry

Healthcare Accounts: We consider brands we are currently working on confidential information. We have worked with 6 of the top 10 pharmaceutical companies, with multiple brands at each company.

HEARTBEAT IDEAS

200 Hudson Street, 9th Floor
New York, NY 10013

Phone: 212.812.2233

Email: marketing@heartbeatideas.com

Web: heartbeatideas.com

Founded: 1998/2013

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

Full-time Employees: 112 (2014), 112 (2013)

Offices: New York, NY; Santa Monica, CA

Officers: Bill Drummy, Founder & CEO; Nadine Leonard, Chief Strategy Officer; James Talerico, Chief Creative Officer; Lee Slovitt, SVP, Media; Janelle Star, SVP, General Manager, Heartbeat West; Jennifer Campanaro, SVP, General Manager, Heartbeat Ideas

Services: In this radically transforming marketing landscape, Heartbeat is the Consumer & HCP AOR leader that specializes in helping brands overcome the odds and exceed their goals by outsmarting, outworking, and outperforming the competition. As an agency that has always taken pride in understanding a brand's unique competitive challenges, Heartbeat is ideally suited for finding the most effective marketing techniques and implementing them with speed and agility. We've fine-tuned our ability to deliver a smarter approach by leveraging unexpected strategies, daring creative, innovative solutions, faster processes, and a scrappy mentality. Insights & Ideation: Market Research, Strategy, Idea Generation. Campaign Conception Creative Development: Digital, Mobile & Tablet, Print, Television, CRM, Experiential Audience Engagement: Media Planning, Media Buying, SEO, Social Media, Earned Media Analysis & Reporting: Insight-based reporting, ROI

Healthcare Accounts: Abbott: FreeStyle Insulinx, FreeStyle Promise, Global Diabetes, Neo Galderma Laboratories LP: Clobex, Mirvaso, Metrogel 1%, Oracea, Tri-Luma, Vectical, Soolantra Sientra: Breast and Reconstructive Products Xenoport: Horizant AstraZeneca: Bydureon, Byetta Boehringer-Ingelheim: GlucaGen Edgemont Pharmaceuticals: Fluoxetine, ForfivoXL Roche Molecular Diagnostics: HPV Franchise Shionogi: Oshpina Sunovion: Alvesco, Brovana, ProFile TELA Bio: TELAMax Franchise

Number of Accounts Gained: 13

Number of Accounts Lost: 2

HUNTSWORTH HEALTH

800 Township Line Road, Suite 250
Yardley, PA 19067

Phone: 215.550.8300

Web: hhealth.com

Founded: 1999

Parent Company: Huntsworth PLC, 15-17 Huntsworth Mews, London NW1 6DD UK

Full-time Employees: 475 (2014), 452 (2013)

Offices: Philadelphia, PA; New York, NY; San Francisco, CA; San Diego, CA; Chicago, IL

Divisions: ApotheCom, ApotheCom ScopeMedical, Audacity, Axiom by ApotheCom, Evoke Health, Hypertonic, Nitrogen, Tonic Life Communications,

Management Personnel: Neil Matheson, Global CEO; Richard Neave, Global CFO; Mike Brown, Global COO; Kate Mount, Global CTO; David Dunn, Global CGO and CEO, Nitrogen; Reid Connolly, CSO, Consumer and CEO, Evoke Health

Key senior hires: Elaine Ferguson, Global CEO, ApotheCom

2014 Gross Income: 65M-100M

Services: Strategic communications consultancy, professional and consumer multichannel marketing, social marketing, medical communications, medical education, public relations, and professional training solutions.



ICC, AN FCB HEALTH COMPANY

5 Sylvan Way
Parsippany, NJ 07054

Phone: 973.451.2476

AN FCB HEALTH COMPANY

Email: dana.maiman@fcb.com

Web: icc-hc.com

Founded: 1985

Parent Company: FCB Health, 100 W. 33rd Street, New York, NY 10001

Officers: Martin Mannion, Chief Strategy Office Chet Moss, Chief Creative Officer Ken Jordan, Director of Client Services Lisa Dietrich, EVP, Director Medical Affairs Niisa Oquendo, SVP, Chief Financial Officer, US Kristine Kustra, VP, Director, Human Resources

Key senior hires: Kristine Kustra, VP, Director, Human Resources

2014 Gross Income: 25M-40M

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

	2014	2013
Professional print ads:	74	73
Professional digital/web/mobile:	14	14
Promotional medical education:	8	6
Other:	4	7

Services: Professional advertising/promotion (all channels); consumer advertising/promotion (all channels); promotional medical education; branding engagement/media planning

Healthcare Accounts: Johnson & Johnson Vision Care: Acuvue Brands (Define, Oasys, Tru-Eye, Moist); Janssen Therapeutics: Prezobix, Olysio;

AGENCY A TO Z

Janssen Pharmaceuticals: Elmiron; Merck Companion Animal Health: Mypet.com, HomeAgain (pet recovery system), Parasiticides — including Bravecto — Vaccines, Endocrine Care, Pharmaceuticals, Otics; Boehringer Ingelheim: Pradaxa; Intarcia Therapeutics: ITCA-650; Actavis: exocrine pancreatic insufficiency brands; Teva: women's health; Heron Therapeutics: oncology supportive care; Armada Health care: specialty pharmacy; Partnership for Drug-Free Kids

Number of Accounts Gained: 3

Accounts Gained: ITCA-650; Partnership for Drug-Free Kids; Armada Health Care: specialty pharmacy

Number of Accounts Lost: 5

Accounts Lost: Sunovion; Brovana, Omnaris; Biogen (US): Alprolix, Elocate; Celldex (investigational oncology); Orexo; Zubsolv, Allergan: Botox OAB (went in-house)



FEATURED WORK

Description: This multichannel idea was designed to alert HCPs about the devastating rise of prescription drug misuse and abuse, and the critical tools available to help physicians identify and thwart such abuse in their practices.

Creative Team: Chet Moss, creative lead; Paul Correia, art lead; Jim Cummings, copy lead; Ken Jordan, account lead; Lisa Dietrich, MD, medical lead

Media Team: Eric Chen, information architecture; Sammy Noorani, search marketing

Why this ad is special: Driven by a simple mantra, one hand extends to another drowning

in a sea. But look closer: these are no ordinary hands as this visual graphically and poignantly illustrates. Prescription drug abuse/misuse is on the rise but the opportunity to stem the tide is now within a doctor's reach.

INFLUENCE MEDIA LLC

416 Bethlehem Pike, Suite 4
Fort Washington, PA 19034

Phone: 267.419.8734

Email: rdemoss@influencem.com

Web: influencem.com

Founded: 2010

Full-time Employees: 6 (2014), 6 (2013)

Divisions: MedMedia Inc.

Officers: Raymond DeMoss, Linda Barker

Key senior hires: Amy Barnett

2014 Gross Income: Under 5M

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

	2014	2013
Professional print ads:	20	na
Professional digital/web/mobile:	25	na
Consumer broadcast:	10	na
Consumer digital/web/mobile:	20	na
Direct marketing:	10	na
Public relations:	15	na

Services: Advertising, publishing, market research, digital and print promotion, publishing sales, public relations

Healthcare Accounts: Drug Information Association

INFUSE MEDICAL

3369 W. Mayflower Ave, Suite 100
Lehi, UT 84043

Phone: 801.331.8610

Email: info@infusemed.com

Web: infusemed.com

Founded: 2007

Full-time Employees: 40 (2014), 44 (2013)

Offices: Salt Lake City, UT

Officers: Jordan Erickson, Founding Partner; Brook Harker, Founding Partner; Steve Deverall, Founding Partner; James Norton, Founding Partner

2014 Gross Income: Under 5M

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

	2014	2013
Professional digital/web/mobile:	85	75
Consumer digital/web/mobile:	5	5
Promotional medical education:	10	20

Services: APPLICATION SOFTWARE DEVELOPMENT: Custom enterprise and consumer mobile applications (iOS, Android, Windows, Hybrid HTML5), Virtual Reality Applications (Oculus Rift, Unity 3D, Microsoft Kinect, Nintendo Wii). DIGITAL CONTENT CREATION: 3D Animation, Motion Graphics, Video, Creative Design. DIGITAL STRATEGY CONSULTATION: Assessment of marketing, sales, training objectives and translation into recommended digital approach.

Healthcare Accounts: Abbott; Abiomed; Align Technology; AngioDynamics; ArtVentive; Auxilium Pharmaceuticals; C.R. Bard; BD; Beckman Coulter; BioMarin; Biomet; Boston Scientific; Cardinal Health; CareFusion; Carl Zeiss; Coherex Medical; Coloplast; diaDexus; Edwards Lifesciences; Endologix; Endostim; EOS Imaging; Exactech; Focal Therapeutics; GE Healthcare; HealthTronics; HeartFlow; Hologic; Interrad Medical; J&J - Depuy Synthes; K2M; Karl Storz Endoscopy; LeMaitre; LifeLine Sciences; Medtronic; Megadyne; Merz Aesthetics; Myriad Genetics; Nature's Sunshine; New Mentality; NeuroCom International; NuVasive; Olympus Medical; Ortho Development; Otsuka Pharmaceutical; Oxford Immunotec; Reina Imaging; Renew Health; Roche; RyMed Technologies; SentreHEART; Smith & Nephew; Spacelabs Healthcare; Spectranetics; St. Jude Medical; Stryker; Teleflex; Terumo; Uresil; Uroplasty; Varian Medical; VG Innovations; Volcano Corporation; WL Gore Medical Products; Zoll Medical

Number of Accounts Gained: 15

Accounts Gained: Oxford Immunotec; Uroplasty; Myriad Genetics; AngioDynamics; K2M; Megadyne; Interrad Medical; ArtVentive, Renew Health; Beckman Coulter; Focal Therapeutics; Nature's Sunshine; Endologix; HeartFlow; New Mentality

INTOUCH SOLUTIONS

7045 College Blvd, Suite 300
Overland Park

Phone: 913.317.9700

Email: getintouch@intouchsol.com

Web: intouchsol.com

Founded: 1999

Full-time Employees: 570 (2014), 460 (2013)

Offices: Overland Park, KS; Chicago, IL; New York, NY

Officers: Faruk Capan, CEO, faruk.capan@intouchsol.com Wendy Blackburn, Executive Vice President, wendy.blackburn@intouchsol.com

AGENCY A TO Z

com Boris Kushkuley, Executive Vice President, boris.kushkuley@intouchsol.com Angela Tenuta, Executive Vice President, angela.tenuta@intouchsol.com David Windhausen, Executive Vice President, david.windhausen@intouchsol.com

2014 Gross Income: 65M-100M

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

	2014	2013
Professional print ads:	3	2.5
2014 Professional digital/web/mobile :	44	45
Consumer print ads:	2	2.5
Consumer digital/web/mobile:	44	45
Other:	7	5

Services: Intouch Solutions offers forward-thinking expertise across the digital marketing spectrum, including: consulting, research & analytics, Web development, content strategy, mobile, social media, digital sales aids and tools, multimedia, search engine marketing, online media planning/buying, CRM and more.

Healthcare Accounts: Alexion Pharmaceuticals: Corporate, Soliris; Alkermes Plc.: VIVITROL®; Amgen, Inc.: BLINCYTO™; Aratana Therapeutics AstraZeneca: Lesinurad; Baxter International Inc.: Advate, BAX855, FEIBA, FlowEase, Gammagard Liquid, HyQvia, Recombinate, RIXUBIS; Bayer Animal Health: Advantage® II for Cats, Advantage® II for Dogs, Advantage® Multi for Cats, Advantage® Multi for Dogs, Advantus®, K9 Advantix® II, Quellin™, Seresto® for dogs, Seresto® for cats Bayer HealthCare Consumer Care: Alka - Seltzer Plus®; Bayer HealthCare Pharmaceuticals: Kogenate® FS; BioMarin Pharmaceutical Inc.: ALPROLIX™; Boehringer Ingelheim Pharmaceuticals, Inc.: Enterprise and Oncology Franchise; Bristol-Myers Squibb Company: Social Product; Celgene Corporation: ISTODAX®, REVLIMID; Crohn's and Colitis Foundation of America (CCFA); Cubist Pharmaceuticals Inc.: ENTEREG®; Eisai Co.: AKYNZE®, ALOXI®; Forrest Laboratories, Inc.: Galderma Laboratories, L.P.: Dysport®, Restylane® (Including Restylane-L®, Perlane®, and Perlane-L®), Sculptra® Aesthetic; Genentech, Inc.: Pulmozyme®; Genzyme Corporation (A Sanofi Company): Aldurazyme®, AUBAGIO®, CERDELGA™, Cerezyme®, Fabrazyme®, KYNAMRO™, LEMTRADA™, Lumizyme®, Myozyme®, Thyrogen® Gilead Sciences Inc: Cayston®, Letairis®, Ranexa®, Zydelig®; Given Imaging: PillCam® SB; H. Lundbeck AS: Carbella™, NORTHERA™, ONFI®, Xenazine®; Janssen Pharmaceuticals, Inc.: Social Product; Novartis Oncology; Novocure: Optune™ (formerly NovoTTF™); Pfizer Inc.: Social Product. LYRICA®; Salix Pharmaceuticals: Corporate, CYCLOSET®, FULYZAQ®, GLUMETZA®, RELISTOR®, XIFAXAN® 550, XIFAXAN® 200; sanofi pasteur: Adacel, Fluzone (Multiple Indications: QIV, ID, HD, ID), Menactra®, Pentacel®, Sklice®; Sanofi: Afrezza®, Alirocumab (Praluent), APIDRA®, ARAVA®, Auvi-Q®, Clolar®, Corporate, ELITEK®, Ferrlecit®, GoMeals®, Hecctorol, iBGStar®, JEV TANA®, LANTUS®, LeGoo®, Leukine®, LOVENOX®, Mozobil®, MULTAQ®, Renvela®, Synvisc-One®, Thymoglobulin®, Toujeo, ZALTRAP®; Shire: CINRYZE®, FIRAZYR®; Teva Pharmaceutical Industries Ltd.: ADASUVE®, AMRIX®, AZILECT®, Clozapine, COPAXONE®, FENTORA®, GRANIX®, NUVIGIL, ParaGard®, ProAir® HFA, QNASL®, Quartette®, QVAR®, Synribo®, Tev-Tropin®, Treanda®, Trisenox®, ZECUITY®; Undisclosed Pharma Company for 17 brands; Valeritas, Inc.: Corporate; Vein Clinics of America; WE CARE

Number of Accounts Gained: 52

Accounts Gained: Alexion Pharmaceuticals: Corporate, Soliris; Aratana Therapeutics; AstraZeneca: Lesinurad; Baxter International Inc.: BAX855, FEIBA, Recombinate, RIXUBIS; Bayer Animal Health: Advantus®; BioMarin Pharmaceutical Inc.: ALPROLIX™; Boehringer Ingelheim Pharmaceuticals, Inc.: Enterprise and Oncology Franchise; Celgene Corporation: ISTODAX®, REVLIMID; Galderma Laboratories, L.P.: Dysport®, Restylane® (Including Restylane-L®, Perlane®, and Perlane-L®), Sculptra® Aesthetic; Genzyme Corporation (A Sanofi Company): CERDELGA™, Thyrogen®; H. Lundbeck AS: Carbella™, NORTHERA™; Novartis Oncology; Novocure: Optune™ (formerly NovoTTF™); Salix Pharmaceuticals: Corporate, CYCLOSET®, FULYZAQ®, GLUMETZA®, RELISTOR®, XIFAXAN® 550, XIFAXAN® 200; sanofi pasteur: Fluzone (Multiple Indications: QIV, ID, HD, ID), Pentacel®; Sanofi: Afrezza®, Alirocumab (Praluent), Corporate, Toujeo; Shire: CINRYZE®; Teva Pharmaceutical Industries Ltd.: ZECUITY®; Undisclosed Pharma Company for 1 brand; Vein Clinics of America;

Number of Accounts Lost: 1

Account Lost: Galderma Laboratories, L.P.: Cetaphil® (1 moved to CPG AOR)

INVIVO COMMUNICATIONS INC.

60 Atlantic Ave, 300
Toronto, Canada M6K 1X9

Phone: 416.703.3662

Email: info@invivo.com

Web: invivo.com

Founded: 1998

Full-time Employees: 75 (2014), 85 (2013)

2014 Gross Income: 5M-10M

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

	2014	2013
Sales Materials:	20	na
Professional digital/web/mobile:	60	na
Consumer digital/web/mobile:	20	na

Services: Digital strategy, mobile applications, 3D animations, games, simulations, eLearning and conference installations

J HEALTH MARKETING SOLUTIONS

65 Enterprise
Aliso Viejo, CA 92656

Phone: 949.330.7200

Email: sjohnson@jhealthms.com

Web: jhealthms.com

Founded: 2002

Full-time Employees: 11 (2014), 12 (2013)

Officers: Steve Johnson, President

2014 Gross Income: Under 5M

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

	2014	2013
Professional print ads:	20	20
Sales Materials:	20	25
Professional digital/web/mobile:	25	25
Consumer print ads:	10	5
Consumer broadcast:	5	5
Consumer digital/web/mobile:	5	5
Promotional medical education:	10	5
Direct marketing:	5	10

Services: Marketing communications; technology positioning and branding; launch tactics and strategies; changing market perceptions; accelerating the sales cycle; communicating with stakeholders; clinical trial communications

Healthcare Accounts: ZO Skin Health Inc; Mast Therapeutics; Obagi Skin Health Institute; Freedom Innovations; Trovagene; CombiMatrix

AGENCY A TO Z

JUICE PHARMA WORLDWIDE

JUICE PHARMA WORLDWIDE

322 8th Avenue, 10th Floor
New York, NY

Phone: 212.647.1595

Email: connect@juicepharma.com

Web: juicepharma.com

Founded: 2002

Full-time Employees: 144 (2014), 131 (2013)

Offices: New York, NY; San Francisco, CA

Officers: Lois Moran, Founding Partner and President; Lynn Macrone, Founding Partner and Chief Creative-Strategic Officer; Forrest King, Founding Partner and Chief Innovation Officer; Roxana Bannach-Lin, EVP, Managing Director, Strategic Planning/Business Development; Colleen Carter, EVP, Managing Director, Client Services; Adam Kline, EVP, Managing Director, Global Creative Director; Howard Nagelberg, Managing Director, Chief Financial Officer; Robert Palmer, EVP, Managing Director, Digital & Video; Laurence Richards, EVP, Managing Director, Client Services; Joan Wildermuth, EVP, Managing Director, Global Creative Director

2014 Gross Income: 40M-65M

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

	2014	2013
Professional print ads:	25	na
Professional digital/web/mobile:	35	na
Consumer digital/web/mobile:	30	na
Other:	10	na

Services: JUICE Pharma Worldwide is a full-service, creative-strategic communications company with offices in New York City and San Francisco, specializing in healthcare professional, patient, and consumer promotion. Six floors, 60,000 square feet, and in-house production capabilities that are second to none. An owner-operated, independent agency offering its clients "the entrepreneurial advantage"—customized, inspired, business-building solutions unencumbered by the demands of a parent holding company. And when we say full service, we mean the whole enchilada. Centers of Excellence for Specialty Pharma and Emerging Technology and Media. Award-winning launch campaigns. And the support of the JUICE Global Network, reaching across the Americas, Europe, and Asia-Pacific regions to synergize your brand/franchise communications throughout every major market in the world.

Current Healthcare Accounts: Acorda Therapeutics: Ampyra; Boehringer Ingelheim: Spiriva HandiHaler, Spiriva Respimat; Bristol-Myers Squibb: Orenicia; Leo Pharma Inc.: Picato; Merck & Co., Inc.: Belsomra, Isentress; Merck Vaccine Division: Gardasil/Gardasil 9, Pneumovax 23, Zostavax; National Hemophilia Foundation; Novartis Oncology: Afinitor, Sandostatin LAR; Noven: Brisdelle; Pfizer: BeneFIX, Xyntha Solofuse; ProPharma: Ubera; Ultragenyx Pharmaceutical: Portfolio; Santen: Sirolimus

Number of Accounts Gained: 7

Accounts Gained: Boehringer Ingelheim: Spiriva HandiHaler, Spiriva Respimat; Noven: Brisdelle; Pfizer: BeneFIX, Xyntha Solofuse; Ultragenyx Pharmaceutical: Portfolio; Santen: Sirolimus



FEATURED WORK

Description: Ubera is an herbal supplement with a unique formulation of 3 heart- and brain-benefiting ingredients in 1 pill, launched in 2014 in a very saturated supplement marketplace.

Ubera's benefits made it a truly attractive proposition, but we needed to claim space and demand attention across shelves, TV, and online.

Creative/account team: Creative Director, Art: Annie Foster; Creative Director, Copy: Justin Rubin; Art Directors: Christine Peterson, Anthony Reda, Sue McGhee; Copywriters: Emily White Paul, Allison Rudesyle, Gary Levitan; Producers: Michael Kaminski, Allison Candage; Animation Studio: Nathan Love; Illustrator: Christopher David Ryan

Why this ad is special: Our goal was to make the product name stick in the minds of health-conscious consumers, and use playful storytelling to reinforce how a healthy heart and mind makes for a happy, healthy you.

JULIE A. LAITIN PUBLIC RELATIONS

1350 Avenue of the Americas, 2nd Floor
New York, NY 10019

Phone: 646.568.1877

Email: info@julielaitin.com

Web: julielaitin.com

Founded: 1982

Full-time Employees: 5 (2014), 5 (2013)

Officers: Julie A Laitin, President; Cynthia Amorese, SVP; Martha Hall, Account Manager; Ravelle Brickman, Senior Writer; Vito Abraitis, Creative Director

Services: Full service public relations and marketing services.

Healthcare Accounts: Abelson Taylor; Flashpoint Medica; HCB Health; MicroMass Communications; Public Touchpoint Solutions; Strikeforce Communications; Triple Threat Communications; Natrel

Number of Accounts Gained: 1

Accounts Gained: Natrel



THE KINETIX GROUP

THE KINETIX GROUP

29 Broadway, 26th Floor
New York, NY 10006

Phone: 646.867.0524

Web: thekinetixgroup.com

Founded: 1998

Full-time Employees: 60 (2014), 40 (2013)

Offices: Caldwell, NJ; New York, NY; Dublin, Ireland

Divisions: IMP, Integrated Medical Processes

Officers: John Strapp, Co-Founder and Chairman; Sarah McNulty, Co-Founder and President; JP Strapp, Managing Director; Merissa Oliver, Vice President; Anna Thomas, Vice President; Rachna Pawar, Vice President; Monica Dudas, Vice President; Liz Lucas, Vice President; Tess Finkel, Director

Key senior hires: Frank Dow, Vice President, Network Development; Todd Reiter, Vice President, Eye Care

2014 Gross Income: 10M-15M

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

	2014	2013
Sales Materials:	100%	100

AGENCY A TO Z

Services: TKG is a full-service healthcare delivery strategy and agency services firm built to deliver insight-driven creative and engaging solutions, substantive expertise and measurable content creation. It's all about understanding your business, speaking your language and elevating your brand. We're in the business of creating- and changing- conversations. Over 15 years, we've learned by doing- cultivating partnerships and a network of experts that provide us with unparalleled insight across the healthcare landscape. Our work with health systems, payors, providers and patients means that we don't just see healthcare change – we make it happen. We know and understand the needs of stakeholders in a value-based care environment, and we're able to design innovative programs and campaigns that have meaningful impact at the executive level, translate into actionable change at the practice level, and engagement at the patient level. Because each client is unique, our approach to each engagement is unique too. As Industry continues to figure out their role in this time of unprecedented change with the transformation of traditional provider models, market consolidation and competition and new evidentiary demands, TKG accelerates client's needs with deep clinical insights, strategy development and tactical solutions. Our proven experience across multiple therapeutic areas and delivery systems helps us position campaigns, programs and product(s) in the context of customer needs and enables us to build tools and resources that solve for core issues currently facing providers. We work with healthcare, biotech, diagnostics, medical devices, pharmaceutical & biopharmaceutical, policymakers, health systems, providers, advocacy groups, venture companies, and patients that are becoming today's biggest healthcare market consumer.

Healthcare Accounts: Below listed are our Managed Markets Business to Business Clients: AbbVie, Alcon, AstaZeneca, Boehringer Ingelheim, Bristol-Meyers Squibb, Novartis Pharmaceutical Company, Novo Nordisk, Sanofi
Number of Accounts Gained: 14

Accounts Gained: Below are our 2014 wins which include growth within our existing clients across therapeutic brands within the Managed Markets Business to Business Space, we onboarded 14 new partners: AbbVie, Alcon, Bristol-Meyers Squibb, Boehringer Ingelheim, Mt Kisco Medical Group PC, Mt Sinai Hospital, Novartis Pharmaceutical Company, Ophthotech Corporation



KLICK INC.

175 Bloor St East, North Tower, Suite 301
 Toronto, Canada M4W 3R8

Phone: 416.214.4977

Email: connect@klick.com

Web: klick-inc.com

Founded: 1997

Full-time Employees: 448 (2014), 350 (2013)

Offices: Toronto, Canada; San Francisco, CA; Chicago, IL

Offices: Peter Cordy, Chairman Leerom Segal, CEO Aaron Goldstein, COO Lori Grant, President Steve Willer, Chief Technical Officer Brian O'Donnell, Executive Vice President, Interactive Services Alec Melkonian, SVP, Sales & Client Services Mark Hadfield, Senior Vice President, Delivery Steve Wagman, Senior Vice President, Project Management Jay Goldman, Managing Director, Sensei Labs Glen Webster - Senior Vice President, Finance Glenn Zujew - Senior Vice President, Executive Creative Director

2014 Gross Income: 100M+

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

	2014	2013
Professional digital/web/mobile:	40	
Consumer digital/web/mobile:	60	

Services: Klick Health is the world's largest independent digital health agency. We are laser focused on creating digital solutions that engage and educate healthcare providers about life-saving treatments. Every solution hinges on Klick's in-house expertise across the digital universe – strategy, creative, analytics, instructional design, user experience, relationship marketing, social and mobile.

LANMARK360

804 Broadway
 West Long Branch, NJ 07764

Phone: 732.389.4500

Email: info@lanmark360.com

Web: lanmark360.com

Founded: 1977

Full-time Employees: 45 (2014), 43 (2013)

Offices: West Long Branch, NJ

Officers: Howard Klein, President Michael McCarthy, Managing Partner Tracey Clayton, Director of Operations

2014 Gross Income: 5M-10M

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

	2014	2013
Professional print ads:	11	15
Sales Materials:	15	17
Professional digital/web/mobile:	30	26
Consumer print ads:	5	0
Consumer digital/web/mobile:	4	3
Promotional medical education:	7	7
Direct marketing:	7	9
Public relations:	21	23

Services: Lanmark360 serves a diverse set of clients and provides strategic marketing solutions from brand awareness to lead qualification and sales fulfillment. Integrated service offerings include brand and creative strategy, marketing, public relations, market research, social media, event management, focus group studies, professional advocacy, multimedia/interactive website development and SEO, direct marketing, media planning, professional call center, photography, video production, and more.

Healthcare Accounts: Allied Dental Practices of NJ, LLC; American Academy of Periodontology; Atlantic Precious Metal Refining; Brasseler USA; DENTSP-LY; Colgate; Darby Dental; DentalEZ; Geistlich Pharma North America, Inc.; Interleukin Genetics Incorporated; MAX Fitness; McKesson Business Performance Services; Phillips Oral Healthcare; Sandoz; Orahealth; Sirona

Number of Accounts Gained: 2

Accounts Gained: Phillips Oral Healthcare: Sonicare, Zoom; McKesson Business Performance Solutions: Business Solutions



FEATURED WORK

Description: Developed for The Unterberg Children's Hospital at Monmouth Medical Center, the Picture My Smile (picture-mysmile.org) microsite was designed to showcase the hospital's premier pediatric arts and education program that provides a creative and therapeutic outlet for children through the art of photography. The functionality of the site serves as a backbone

to the program, as it allows children to upload their photos for display in the gallery.

Creative/Account Team: Andrew Saklas/ Creative Director; Eric Shloyda/ Sr. Digital & UX Designer; Erica Tobin/Copywriter; Ed Yasser/Vice President, Digital Strategy; Danielle Avalone/Vice President Account Planning; Megan Lyttle/Sr. Account Executive

Why this ad is special: Picture My Smile is a program designed to empower chronically ill pediatric patients to express their voice through the art of photography. Encouraging creativity through the camera lens, this therapeutic program allows children to participate in a creative activity that helps them develop a voice and an outlet to show the world what they're seeing, thinking and feeling through the lens of a camera.

AGENCY A TO Z

LEHMANMILLET

2 Atlantic Avenue
Boston, MA 02110

Phone: 800.634.5315

Web: lehmanmillet.com

Founded: 1978

Parent Company: HealthSTAR Communications, 1000 Wyckoff Avenue, Mahwah, NJ 07430

Full-time Employees: 80 (2014)

Offices: Boston, MA; Santa Ana, CA

Officers: Carolyn Morgan, President; Deborah Lotterman, Chief Creative Officer; Paul Balagot, VP, Strategy

Services: Branding, Positioning, Corporate/product identity, Strategic planning & market communications, Digital communications, Metrics & analytic, Market research, Medical communications, Scientific platform development, HCP marketing, DTP marketing, Tradeshow activation

Healthcare Accounts: AcetRx Pharmaceuticals, Alnylam Pharmaceuticals, AMGEN, ARIAD, Pharmaceuticals, Avanir Pharmaceuticals, Baxter, BioSense Webster, CardioDx, Corcept, Therapeutics, Cubist Pharmaceuticals, EMD Serono, Endologix, Exact Sciences, Genomic Health, Illumina, Infinity Pharmaceuticals, Merrimack Pharmaceuticals, Prometheus, ReVision Optics, Signal Genetics, Toshiba America Medical Systems

LIQUID GRIDS

5080 Shoreham Place, Suite 204
San Diego, CA 92122

Phone: 858.609.9294

Email: info@liquidgrids.com

Web: liquidgrids.com

LLNS

220 East 42nd Street
New York, NY 10017

Phone: 212.771.3000

Email: newbusiness@llns.com

Web: llns.com

Founded: 1994

Parent Company: Omnicom Group Inc., 437 Madison Avenue, New York, NY 10022

Full-time Employees: 100 (2014), 92 (2013)

Offices: New York

Officers: CEO & President, LLNS; Sharon Callahan Chief Creative Officer; Dan Chichester

Services: LLNS is a 360-degree integrated healthcare communications group of companies with global capabilities in creative, consumer and professional promotion, payer communications (Economic VUE), medical education, market research and direct to studio services (Direct VUE).

Healthcare Accounts: Abbot Diagnostics; Global Alzheimer's Project; Johnson & Johnson, Merck, Novartis ZYKADIA®, Takeda

MANAGED EDGE (A HAVAS HEALTH COMPANY)

200 Madison Avenue
New York, NY 10016

Phone: 917.856.6458

Web: havashealth.com

Founded: 1997

Parent Company: Havas Health, 200 Madison Avenue, New York, NY 10016

Full-time Employees: 45 (2014), 38 (2013)

Offices: New York, NY; Hamilton, NJ; Boston, MA

Officers: Jeff Hoffman, Chief Development Officer and Partner Kharwar Khokhar, Managing Director and Head of Market Access & B2B

Services: Managed Edge offers integrated market access strategy, pull-through activation, account manager sales tools, stakeholder research, and access and reimbursement training. To further support promotional programs to and through managed markets, we deliver symposia, educational meetings, slide kits, publication planning, and print materials that offer comprehensive initiatives designed to motivate and educate stakeholders.

MARICICH HEALTHCARE COMMUNICATION

18201 McDermott W. Suite A
Irvine, CA 92614

Phone: 949.223.6455

Email: tina.badat@maricich.com

Web: maricich.com

Founded: 1986

Full-time Employees: 25 (2014), 23 (2013)

Officers: Mark Maricich, CEO; David Maricich, President; Debbie Karnowsky, Executive Creative Director; Tracy McCarty, VP Client Engagement; Roxy Gamboa, Director, Client Services; Tina Badat, Agency Marketing Director; Cameron Young, Creative Director; Scott Littlejohn, Creative Director

2014 Gross Income: 5M-10M

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

	2014	2013
Professional print ads:	5	10
Sales Materials:	10	5
Professional digital/web/mobile:	5	10
Consumer print ads:	15	10
Consumer broadcast:	20	10
Consumer digital/web/mobile:	10	15
Promotional medical education:	5	5
Direct marketing:	25	30
Public relations:	5	5

Services: Brand development, creative development, tactical planning, digital services, advertising, direct marketing, marketing automation, social media, public relations

Healthcare Accounts: Aramark Uniform Service, DermOne Dermatology Centers, Edward-Elmhurst Healthcare, L.A. Care Health Plan, Pain Psychology Center, Santa Clara Valley Medical Center, UC Irvine Health, UCSF Medical Center, Virtuoso Medical Management

Number of Accounts Gained: 2

Accounts Gained: UCSF Medical Center, Pain Psychology Center,

AGENCY A TO Z

MARKETING OVER TIME, INC.

113 N. Church Street, Suite 318
Visalia, CA 93291

Phone: 559.749.0351

Email: chris@mdotmarketing.com

Web: mdotmarketing.com

Founded: 2000

Full-time Employees: 2 (2014), 2 (2013)

Offices: Visalia, CA

Officers: Chris Haberman, Chief Executive Officer; Laurie Diamant, Chief Financial Officer

Services: Communications in all media (print, video, audio), design, branding, web applications, websites, interactive content, strategic marketing planning

Healthcare Accounts: Novo Nordisk: Market Access; Corporate Communications; Sales Communications; Product Communications; Diabetes Education Program L-Nutra; ProLon; Corporate NCORD; eHealthCardUSA HSR Lifesciences: Corporate communications projects; Eckhard projects Nu-victa: Branding Family Healthcare Network: Videos; Audio On hold messaging McKesson: US Oncology Website; oncology-related projects St. Louis Health: Web Portal Kaweah Delta Healthcare District: Premiums

Number of Accounts Gained: 7

Accounts Gained: L-Nutra: ProLon; Corporate NCORD: eHealthCardUSA HSR Lifesciences: Corporate communications projects; Eckhard projects Nu-victa: Branding Family Healthcare Network: Videos; Audio On hold messaging St. Louis Health: Web Portal

2014 Gross Income: Under 5M

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

	2014	2013
Sales Materials:	50	50
Professional digital/web/mobile:	30	30
Promotional medical education:	10	10
Direct marketing:	10	10

MCCANN ECHO

49 Bloomfield Avenue
Mountain Lakes, NJ 07046

Phone: 973.257.3900

Email: sonja.foster-storch@mccann.com

Web: mccannecho.com

Founded: 2001

Parent Company: Interpublic Group of Companies, 1114 Avenue of the Americas, New York, NY 10036

Full-time Employees: 183 (2014), 179 (2013)

Officers: Top Level Executive Appointments & Promotions (June 2014 – June 2015) Sonja Foster-Storch, President Tracy Blackwell, EVP, Managing Director Charlene Leitner, EVP, Managing Director Juan Ramos, EVP, Executive Creative Director Jesse Johanson, SVP, Strategic Planning Michael Lawlor, CFO, McCann Health North America

Services: We are a full-service agency providing a complete complement of capabilities. When you work with McCann Echo, expect a brand partner that is always attentive, scientifically savvy, creatively crafty, and continuously connected to a worldwide network of agencies

Healthcare Accounts: Boehringer Ingelheim: Gilotrif; EMD Serono / Pfizer: Rebif; Eisai: Belviq; Galderma Laboratories LP: Mirvaso (Brimonidine), Epiduo, Soolantra (Ivermectin), Oracea; Novo Nordisk Inc.: Levemir, NovoLog, NovoLog Mix, NovoRapid, Special Projects; ViiV Healthcare: Tivicay, Triumeq, Epzicom, Selzentry

Number of Accounts Gained: 5

Accounts Gained: Abbott, Interventional Cardiology Device; Bracco, Luma-son; Eisai, Belviq DRTV and HCP; Galderma Laboratories LP, adapalene 0.3% / BPO 2.5% Novo Nordisk Inc., faster-acting insulin aspart, insulin degludec; Teva Pharmaceuticals, Hydrocodone bitartrate extended-release tablets

Number of Account Lost: 1

Account Lost: ViiV Healthcare: Censenti

2014 Gross Income: 25M-40M

MCCANN HEALTH NORTH AMERICA

622 Third Avenue
New York, NY 10019

Phone: 646.865.3017

Web: mccannhealth.com

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

Full-time Employees: 695 (2014), 631 (2013)

Offices: McCann Echo (Mt. Lakes, NJ); McCann HumanCare (NYC); McCann Managed Markets (Parsippany, NJ); McCann Regan Campbell Ward (NYC); McCann Torre Lazur (Parsippany, NJ); McCann Caudex (NYC); McCann Complete Medical (Hackensack, NJ); McCann Complete HealthVizion (Chicago, IL); Double Helix Discovery (Ft. Washington, PA)

Officers: Amar Urhekar, McCann Health President of the Americas; Michael Lawlor, McCann Health N.A. Chief Financial Officer; John Cahill, McCann Health Global Chief Executive Officer; Jeremy Perrott, McCann Health Global Chief Creative Officer; David Bachmann, McCann Health Global Chief Financial Officer; Charlie Buckwell, CEO, McCann Complete Medical & Double Helix

Key senior hires: Hilary Gentile, Regional Chief Strategy Officer, McCann Health N.A.; Eric Pilkington, Regional Chief Digital Officer, McCann Health N.A.; Mike Brzozowski, EVP, Managing Director, DTP, McCann Health N.A.; Sandra Carey, President, Pharmacy Initiative, McCann Health N.A.

2014 Gross Income: 100M+

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

	2014	2013
Professional print ads:	20	na
Sales Materials:	20	na
Professional digital/web/mobile:	40	na
Consumer print ads:	5	na
Consumer broadcast:	5	na
Consumer digital/web/mobile:	10	na

Services: McCann Health is the world's most connected community of health and wellness experts and part of McCann Worldgroup, a global marketing firm. Our clients are world leading organisations in health, wellness and nutrition. Our integrated product and service platform spans strategic consultancy, scientific engagement, medical communications, multichannel professional and consumer communications. This means we touch the lives of people every day by raising awareness, sharing and promoting evidenced based information that creates knowledge exchange in best medical practice; we make data, science and clinical evidence accessible and understandable

AGENCY A TO Z

to policy makers, payers, physicians and consumers; we work alongside national and supranational organisations to reduce health inequalities and improve the health of individuals and communities around the world. And we do this while building ever increasing meaning and value into our client's brands. It is our ability to build such a powerful union between health, outcomes and brands that distinguishes McCann Health in North America, as well as globally.

Healthcare Accounts: Actavis: Managed Markets; Women's health; Actelion: PAH; Alcon: Ophthalmology/Dry eye; Alexion: Hematology/Nephrology/Rare disease; American Academy of Family Physicians: Medical publication; AstraZeneca: Cardiovascular, Diabetes, Immuno-Oncology; Belviq; Weightloss; Boehringer-Ingelheim/Lilly: Diabetes/Endocrinology, Oncology, Cardiovascular/anti coagulation; Daiichi Sankyo: Pain; Eisai: Epilepsy, Obesity, Hematology/Hepatology; Galderma Laboratories: Dermatology; GlaxoSmithKline: Respiratory; Genentech: Access & Reimbursement & Channel – cross portfolio for BioOncology, Rheumatology, Immunology and Ophthalmology portfolios; Grifols: Immunology; Kowa: CV/Dyslipidemia; Medac: Rheumatology, Dermatology (psoriasis); Merck: Respiratory; Novartis: Oncology, Cardiology; Novo Nordisk: Endocrinology/Diabetes; PaxVax: Typhoid Vaccine; Pfizer: Multiple Sclerosis; Reckitt Benckiser: Gastroenterology, Vitamins, Minerals & Supplements, Cold and flu; Seattle Genetics: Oncology; Taiho: Oncology; Takeda / Lundbeck: Depressive Disorder; Teva: Multiple Sclerosis; The Medical Letter: Medical publication; Undisclosed Client: Ebola Vaccine; United States Postal Service: Electronic Health Records Initiative; Valeant / Bausch & Lomb: Therapeutic Skincare, Consumer Eyecare; ViiV Healthcare: HIV

Number of Accounts Gained: 40

Accounts Gained: Grifols: Immunology; Esai: Epilepsy/Neurology; Daiichi Sankyo: CNS; Undisclosed Company: Ebola Vaccine; PaxVax: Typhoid Vaccine; Abbott: Cardiology; Eisai: Obesity; Belviq: Weightloss; Galderma: Dermatology; Novo Nordisk: Endocrinology/Diabetes; Teva Pharmaceuticals: Pain; Genentech: Access & Reimbursement & Channel; GSK: Respiratory, Novartis: Oncology and Cardiology; Taiho: Oncology; Reckitt Benckiser: Gastroenterology; Vitamins, Minerals & Supplements; Cough, cold and flu; Actavis: Women's Health; Novartis: Valeant Pharmaceuticals / Bausch & Lomb: Therapeutic Skincare, Consumer EyeCare; United States Postal Service: Electronic Health Records Initiative

Number of Accounts Lost: 2

Accounts Lost: Concordia; Stiefel

MCCANN HUMANCARE

622 Third Ave
New York, NY

Phone: 646.865.3246

Email: andrew.chamlin@mccann.com

Web: mccannhumancare.com

Founded: 2003

Parent Company: Interpublic Group, 114 Avenue of the Americas, New York, NY 10036

Full-time Employees: 70 (2014), 40 (2013)

Officers: Leo Tarkovsky: President, North America; Andrew Chamlin: Chief Marketing Officer; Auge Reichenberg: EVP, Executive Creative Director; Erica Yahr: EVP, Executive Strategy Director

2014 Gross Income: 25M-40M

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

	2014	2013
Consumer print ads:	15	15
Consumer broadcast:	25	25
Consumer digital/web/mobile:	55	50
Direct marketing:	5	10

Services: McCann HumanCare is a full-service integrated consumer health and wellness company of McCann Health, part of McCann WorldGroup. We develop communications for a highly diverse set of wellness products

and services (from skincare to OTC to life-saving pharmaceutical medicines to health IT) across all communication channels and vehicles - from TV to Tweets.

Healthcare Accounts: Merck: Dulera, Ragwitek, Grastek; Takeda / Lundbeck: Brintellix; Reckitt Benckiser: Mucinex, Airborne, Delsym, Move Free, Digestive Advantage, Mega Red; Actavis: Estrace; Novartis: Valeant Pharmaceuticals / Bausch & Lomb: CeraVe, BioTrue, Soothe; United States Postal Service: Electronic Health Records Initiative

Number of Accounts Gained: 12

Accounts Gained: Reckitt Benckiser: Mucinex, Airborne, Delsym, Move Free, Digestive Advantage, Mega Red; Actavis: Estrace; Novartis: Valeant Pharmaceuticals / Bausch & Lomb: CeraVe, BioTrue, Soothe; United States Postal Service: Electronic Health Records Initiative

Number of Accounts Lost: 1

Account Lost: Boehringer Ingelheim: Tradjenta / Jentaduetto

MCCANN MANAGED MARKETS

20 Waterview Boulevard
Parsippany, NJ 07054

Phone: 973.394.2450

Email: managedmarkets@mccann.com

Web: mccannmanagedmarkets.com

Founded: 2000

Parent Company: McCann Health, 622 Third Avenue, New York, NY 10017

Full-time Employees: 49 (2014), 37 (2013)

Divisions: McCann TL Managed Markets

Officers: Kim Wishnow-Per, President; Karen Shoshan, VP, Director of Client Services; Greg Novello, SVP Strategy

Key senior hires: Greg Novello, SVP Strategy

2014 Gross Income: 10M-15M

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

	2014	2013
Sales Materials:	35	35
Professional digital/web/mobile:	30	25
Direct marketing:	15	15
Other:	20	25

Services: McCann Managed Markets is a healthcare communications agency. We have subject matter expertise in managed care marketing, channel marketing, access, reimbursement, and employers. Our team of experienced professionals has the optimal balance of knowledge and creativity to exceed your expectations. Located in Parsippany, New Jersey and with access to McCann Health agencies around the globe, we are connected to the right experts to solve your market access challenges, bringing you closer to the payer. With experience in more than 20 therapeutic areas and 30 brands, we are in a relentless pursuit of innovative solutions that shifts beliefs, changes behavior, and generates bold results for our clients.

Healthcare Accounts: Actavis: Access, and patient coverage; Genentech: Access Solutions Corporate and brand/franchise-specific marketing (XOLAIR, Lucentis, Esbriet, Rheumatology, BioOncology), Brand access initiatives (XOLAIR, Rheumatology, Esbriet), Access launch support (Payer Marketing, Channel Marketing, BioOncology Managed Markets); GSK: Advair, Anoro, Arnuity, Breo, Incruse, Nucala; Novartis: Afinitor, Jadenu, Ilaris, LCZ696, WHOVA/Global Oncology; Taiho: TAS-102

Number of Accounts Gained: 10

Accounts Gained: Genentech: payer marketing (project), channel marketing; GSK: Arnuity, Incruse, Nucala; Novartis: LCZ696, Ilaris, Jadenu, WHOVA; Taiho: TAS-102

AGENCY A TO Z

MCCANN RCW

622 Third Avenue, 22nd Floor
New York, NY 10017

Phone: 646.742.2100

Email: susan-duffy@mccann.com

Web: mccannrcw.com

Founded: 1997

Parent Company: McCann Worldgroup, 622 Third Avenue, New York, NY 10017

Full-time Employees: 105 (2014), 115 (2013)

Officers: Susan Duffy, President; Dan Hassan, EVP, Chief Creative Officer; Colleen Hindsley, EVP, Director of Client Services; Richard Veal, SVP, Director of Strategic Planning; Ujwal Pyati, PhD, Director of Science

Key senior hires: Richard Veal, SVP, Director of Strategic Planning

Services: Full-service healthcare communications company

Healthcare Accounts: Alcon, Alexion, Astra Zeneca, Boehringer Ingelheim, Kowa, Medac, The Medical Letter, Seattle Genetics

Number of Accounts Gained: 11

2014 Gross Income: 25M-40M

MCCANN TORRE LAZUR

20 Waterview Boulevard
Parsippany, NJ 07054

Phone: 973.263.9100

Web: mccanntorrelazur.com

Founded: 1979

Parent Company: Interpublic Group, 1114 Avenue of the Americas, New York, NY 10036

Full-time Employees: 201 (2014), 200 (2013)

Offices: Parsippany, NJ; San Francisco, CA

Officers: Bill McEllen, President, McCann Torre Lazur Marcia Goddard, Chief Creative officer Mark Willmann, EVP, Managing Director Beth Beck, EVP, Managing Director Wendy Levine, EVP, Managing Director

Key senior hires: Wendy Levine, EVP, Managing Director Account

2014 Gross Income: 40M-65M

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

	2014	2013
Professional print ads:	40	30
Sales Materials:	20	40
Professional digital/web/mobile:	40	30

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.

Healthcare Accounts: Actelion: PAH; Boehringer-Ingelheim/Lilly: Diabetes/Endocrinology; GlaxoSmithKline: Respiratory; Grifols: Immunology; Novartis: Oncology; Teva: MS; AstraZeneca: Cardiovascular, Eisai: Epilepsy; Daiichi Sankyo: Pain; Undisclosed Client: Ebola Vaccine; PaxVax: Typhoid Vaccine

Number of Accounts Gained: 5

Accounts Gained: Grifols: Immunology; Esai: Epilepsy; Daiichi Sankyo: Pain; Undisclosed Company: Ebola Vaccine; PaxVax: Typhoid Vaccine

Number of Accounts Lost: 2

Accounts Lost: Concordia; Stiefel

MCS HEALTHCARE PUBLIC RELATIONS

1420 US Highway 206, Suite 100
Bedminster, NJ 07921

Phone: 908.234.9900

Web: mcspr.com

Founded: 1985

Full-time Employees: 17 (2014), 16 (2013)

Offices: Bedminster, NJ

Officers: Joe Boyd, CEO; Eliot Harrison, Executive Vice President; Cindy Romano, Senior Vice President; Karen Dombek, Vice President; Laura de Zutter, Vice President

2014 Gross Income: Under 5M

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

	2014	2013
Public relations:	100	100

Services: For three decades, MCS Healthcare Public Relations has focused solely on healthcare. Our creative and passionate team has its fingers on the pulse of the most important healthcare policy, media and technological trends shaping the industry. With experience in virtually every therapeutic category, our areas of expertise include product and corporate communications, issues management and crisis communication, media relations and media training, advocacy relations, business-to-business PR and social media counsel. Our agility, ingenuity and ability to anticipate opportunities and challenges helps us efficiently navigate our clients through today's evolving healthcare environment, while providing measurable and meaningful results.

Healthcare Accounts: CSL Behring; Cutanea Life Sciences; Genentech (Roche): Activase; Head & Neck Cancer Alliance; Horizon Blue Cross Blue Shield of New Jersey; MannKind Corporation: Afrezza; Merck: biosimilars; Sanofi: Afrezza; and St. Jude Medical: Nanostim

Number of Accounts Gained: 1

Account Gained: Sanofi: Afrezza

MDC, THE PROGRAMMATIC HEALTHCARE AGENCY

315 Fifth Avenue
New York, NY 10016

Phone: 212.679.3336

Email: eric.malter@mdcomm.com

Web: mdcomm.com

Founded: 1994

Full-time Employees: 5 (2014), 5 (2013)

Offices: New York City

Officers: Eric S. Malter, CEO Peter Niemi, Partner/Dir. Digital Marketing Peter Zamiska, Partner/CCO

2014 Gross Income: Under 5M

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

	2014	2013
Professional print ads:	10	10
Sales Materials:	40	60
Professional digital/web/mobile:	25	10
Consumer digital/web/mobile:	25	20

AGENCY A TO Z

Services: MDC is the first healthcare advertising agency dedicated to programmatic marketing and media, with a specific focus on digital strategies and creative executions that are executed programmatically to achieve a deep yet highly cost-effective reach to constituent audiences in the HCP space.

Healthcare Accounts: IM HealthSciences: IBgard; MonoSol Rx: PharmFilm; Waltman Pharmaceuticals: ZapZyt; Mission Pharmacal: Aquoral, Eletone, Avar, Ovace

Number of Accounts Gained: 1

Accounts Gained: IM HealthScience: IBgard

MEDIMEDIA MANAGED MARKETS

780 Township Line Road
Yardley, PA

Phone: 267.685.2700

Email: MMMM_contact@medimedia.com

Web: managedmarkets.com

Founded: 1997

Parent Company: Dublin, Ireland

Full-time Employees: 128 (2014), 100+ (2013)

Offices: Yardley, PA; San Francisco, CA

Officers: CEO: Tim Search, RPh; President: Lee Termini; VP, Administration & Operations: Sharon Aquaro; VP, Market Research: Earlene Biggs; VP, Strategic Content: Sandi Bryant; VP, Creative **Services:** Jodie McVan; VP, Central Information **Services:** Michele Reed, PharmD; VP, Group Publisher: Maureen Dwyer Liberti

Key senior hires: Sandi Bryant, VP Strategic Content; Anna Loyeva, VP, Account Management; Andrea Troy, VP, Account Management; Marissa DiCindio, Digital Manager

2014 Gross Income: 25M-40M

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

	2014	2013
Professional print ads:	9	8
Professional digital/web/mobile:	5	3
Promotional medical education:	86	89

Services: As a leading provider of strategic payer-validated market access solutions, MMMM helps pave the way for brand success by delivering strategic solutions through a comprehensive approach that includes scientific analysis and assessment, research and insights, strategic development, as well as multichannel program and tactical deployment.

Healthcare Accounts: Genentech; Abbvie; Shire; Auxilium; CSL Behring; Horizon; Sanofi-Regeneron; Shire, Amgen, BSM-Pfizer, MedImmune; Astra-Zeneca; Otsuka

Number of Accounts Gained: 3

Accounts Gained: Sanofi-Regeneron; Horizon; CSL Behring

MEDTHINK COMMUNICATIONS

3301 Benson Drive, Suite 400
Raleigh, NC 27609

Phone: 919.786.4918

Email: info@medthink.com

Web: medthink.com

Founded: 2004

Full-time Employees: 61 (2014), 84 (2013)

Officers: Scott Goudy, President Laura Perry, Managing Director

2014 Gross Income: 10M-15M

Services: Integrated marketing communications including digital marketing, strategy, media, analytics, DTC/DTP, sales collateral, and corporate communications.

Healthcare Accounts: Arbor Pharmaceuticals: BiDil, Edarbi, Edarbyclor, Evekeo, Zenzedi; Attends Healthcare Products; Health Catalyst; Salix Pharmaceuticals: Apriso, Corporate, Fulyzaq, Giazo, Metozolv ODT, MoviPrep, OsmoPrep, Relistor, Xifaxan; Helomics: ChemoFx; Jadran-Galenic Laboratory JGL: Aqua Maris Daily, Aqua Maris Max, Aqua Maris Sinus and Nasal Wash System, Aqua Maris Natural Mediterranean Sea Salt, Aqua Maris Pediatric; Medical Innovations Group: CleanaScope; Medical University of South Carolina

Number of Accounts Gained: 8

Accounts Gained: Helomics: ChemoFx; Jadran-Galenic Laboratory JGL: Aqua Maris Daily, Aqua Maris Max, Aqua Maris Sinus and Nasal Wash System, Aqua Maris Natural Mediterranean Sea Salt, Aqua Maris Pediatric; Medical Innovations Group: CleanaScope; Medical University of South Carolina

MERKLE INC. (MERKLE HEALTH)

7001 Columbia Gateway
Columbia, MD 21046

Phone: 443.542.4000

Web: merkleinc.com / merklehealth.com

Founded: 1988

Full-time Employees: 2,600 (2014), 1,971 (2013)

Offices: Bend, OR; Boston; Charlottesville, VA; Chicago; Denver; Little Rock; Minneapolis; Montvale, NJ; New York; Philadelphia; Pittsburgh; San Francisco, Seattle; Hagerstown, MD, Columbia, MD

Officers: Merkle Inc - David Williams, CEO, Merkle - Patrick Hennessy, President, Vertical Markets Merkle Health: Owen McCorry, Executive Vice President, Health; Deborah Furey, Senior Vice President, Strategy, Health; David Magrini, Vice President, Health; Annemarie Armstrong, Vice President, Client Partner, Health; Sarah Wilcox, Vice President, Client Partner, Health

Key senior hires: Annemarie Armstrong, Vice President, Client Partner, Health; Sarah Wilcox, Vice President, Client Partner, Health; Amy Harrington, Associate Client Partner, Health; Jari Rouas, Associate Client Partner, Health; Karen Carr, Associate Client Partner, Health; John O'Brien, Vice President, Strategy, Health

Services: Our organizational structure is designed to serve our clients, they are at the center of our business model. The industry specific client management organization is staffed and supported with industry professional with experience across many health categories and subject matter expertise in relationship management solutions, digital, mobile, creative, analytics and marketing. Services include marketing strategy, marketing analytics, digital agency, creative and marketing technology; with the focus of delivering a positive marketing outcome As a true performance marketing agency, Merkle Health serves clients in the Health industry with a thorough knowledge of their marketplace, combined with deep-rooted expertise in the core disciplines that comprise our performance marketing solutions: Digital Agency Services, Consulting, Data & Analytics and Technology Services.

Healthcare Accounts: Abbvie Inc. Amgen Bristol-Myers Squibb Celgene Corporation Eli Lilly And Company, Usa Genentechusa, Inc. Glaxo Smith Kline Laser Spine Institute Merck Sanofi Aventis Shire Us Inc Sunovion Pharmaceuticals Inc. Blue Cross/Blue Shield - Dc Cambia Health Delta Dental Emblemhealth Humana Inc. Medical Mutual Company Anthem

Number of Accounts Gained: 7

Number of Accounts Lost: 1

2014 Gross Income: 65M-100M

AGENCY A TO Z

MICROMASS COMMUNICATIONS, INC.

100 Regency Forest Drive, Suite 400

Cary, NC 27518

Phone: 919.851.3182

Email: info@micromass.com

Web: micromass.com

Founded: 1994

Full-time Employees: 73 (2014), 67 (2013)

Officers: Phil Stein, CEO; Alyson Connor, President; John Hamilton, SVP Client Service Director; Jessica Brueggeman, SVP Health Behavior Group; Rob Peters, SVP Strategy; Mark Rinehart, Chief Technology Officer; Kelly Hutchinson, VP Human Resources; Anna Stark, Director of Operations

2014 Gross Income: 15M-25M

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

	2014	2013
Professional print ads:	1	1
Sales Materials:	5	5
Professional digital/web/mobile:	25	30
Consumer print ads:	5	3
Consumer broadcast:	3	0
Consumer digital/web/mobile:	30	40
Promotional medical education:	20	21
Direct marketing:	1	0
Other:	10	0

Services: Patient Engagement and Support Relationship Marketing Precommercial and Clinical Health Behavior Consulting

Healthcare Accounts: Acura Pharmaceuticals, Inc.: Nexafed; Amgen Pharmaceuticals, Inc.: Xgeva; AstraZeneca: COPD; Auxilium Pharmaceuticals, Inc.: Xiaflex; BioCryst: Peramivir; New Jersey Rutgers Cancer Center: Colon Cancer; Gilead: Solvaldi, Harvoni; GlaxoSmithKline: Benlysta, Promacta, Tafilar/Mekinist, Tanzeum, Votrient, Unbranded Oncology, Patient Engagement, Private Label Products; Janssen: Simponi, Remacaid; Novo Nordisk: Saxenda; Onyx Pharmaceuticals: Kyprolis; Sanofi: Alirocumab; United Therapeutics: Remodulin, Remodulin Implantable System, Orenitram, LivingPAH; Viiv: Dolutegravir

Number of Accounts Gained: 8

Accounts Gained: AstraZeneca: COPD; Gilead: Harvoni; GlaxoSmithKline: Promacta, Tafilar/Mekinist, Votrient; Janssen: Simponi, Remacaid; United Therapeutics: Remodulin Implantable System

Number of Accounts Lost: 2

Accounts Lost: Grifols: Plasmin; Merck: Zostavax

MULLER BRESSLER BROWN

11610 Ash Street, Suite 200

Leawood, KS 66211

Phone: 816.531.1992

Web: thinkhippo.com

Founded: 1983

Full-time Employees: 40 (2014), 35 (2013)

Offices: Leawood, KS; Peoria, IL

Officers: Phil Bressler, Partner/Chief Client Service Officer; Jim Brown, Partner/Chief Operations Officer; Shan Neely, Partner/Creative Director; Denny Meier, Partner/CFO

Services: Brand Strategy: Strategic Development, marketing plans, research, consumer insight. Interactive: Web development, mobile apps, email marketing, webinar development, SEO/SEM/Analytics, rich media. Creative: Advertising, graphic design, videography, brand identity, POP/Environmental, interactive design. Consumer Engagement: media planning, media buying, social media, guerilla, PR, CRM.

NATREL

119 Cherry Hill Road, 210

Parsippany, NJ 07054

Phone: 973.292.8400

Email: info@natrelusa.com

Web: natrelusa.com

Founded: 1999

Full-time Employees: 90 (2014), 45 (2013)

Offices: Parsippany, NJ

Officers: David Nakamura, Founder; Nicole Hyland, SVP, Chief Marketing Officer; Ed Shankman, SVP, Chief Creative Officer; Sophy Regelous, SVP, Chief Technology & Operations Officer.

Key senior hires: Sophy Regelous, SVP, Chief Technology & Operations Officer, hired August 2014. Sophy oversees service operations and IT.

2014 Gross Income: 15M-25M

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

	2014	2013
Professional print ads:	30	40
Sales Materials:	15	20
Professional digital/web/mobile:	35	20
Consumer digital/web/mobile:	10	5
Promotional medical education:	5	10
Direct marketing:	5	5

Services: Natrel's winning strategy is the ability to target emotions through the power of brand personality in a highly methodical process called Persona IDSM. Predetermining a brand's personality ensures that the brand clearly stands out within its competitive space. Persona IDSM is part of a broader strategy called Bilateral BrandingSM, which targets the intellect and the emotions with equal levels of focus and discipline, marrying the rational selling proposition to the emotional "feeling" proposition. This approach has become central to Natrel's business offerings. Natrel provides clients with a full range of services across media channels for both professional and patient audiences, including strategic and tactical planning, global branding and local market execution, OTC branding and promotion, scientific strategy, promotional medical education, managed care programs, sales representative training/motivation, symposia/convention support, advocacy, and channel marketing initiatives.

Healthcare Accounts: CSL Behring: Humate P/Haemate, Coagulation Franchise, Coagulation Loyalty, Humate P, Privigen, Hizentra, Corifact, Helixate, Kcentra, Stimite, Voncento, Zemaira, Recombinant Factor VIII, Recombinant Factor IX, Iblis, RiaSTAP; Fleet:Phazyme; Impax: Rytary; PG Chambers: Corprate; PharmaDerm: Adoxa, Apexicon, Cutivate Lotion, Kerol AD, Kerol Emulsion, Kerol ZX, Oxistat Cream & Lotion, PharmaDerm Corp, Rosula Foam, Solaraze, Veregen, Zoderm, Kerydin; Sanofi-Aventis: Jevtana; Spiritus: Corporate; Pfizer Injectables: Portfolio; Ostuka: BreathTek; Bayer: Eylea, Mirena/IUS, LCS-16, Finacea; BioMarin: Unbranded Disease Awareness; Strativa: Nascobal

Number of Accounts Gained: 9

Accounts Gained: CSL Behring: Iblis, RiaSTAP; Ostuka: BreathTek; PharmaDerm: Kerydin; Bayer: Eylea, Mirena/IUS, LCS-16; BioMarin: Unbranded Disease Awareness; Strativa:Nascobal

Number of Accounts Lost: 1

Account Lost: CSL Behring: Hizentra (Professional/Domestic)

AGENCY A TO Z

NAVICOR
http://the.oncology.agency



NAVICOR

480 Olde Worthington Rd, Suite 200
Westerville, OH 43082

Phone: 614.543.6011

Email: info@navicorgroup.com

Web: the.oncology.agency

Founded: 2004

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

Full-time Employees: 56 (2014), 50 (2013)

Offices: Westerville, OH; Philadelphia, PA

Officers: Dave Query, President, Marvin Bowe III, Managing Director, Executive Creative Director, Philadelphia Office LeAnn Duncan-Miller, VP, Resource Management, Rich D'Ginto, SVP, Executive Creative Director, Damon Owens, SVP, Director of Account Services, Phil Storer, VP, Director of Technology Innovation, Tracy Terry-Allison, Director of Scientific Insights,

2014 Gross Income: 10M-15M

Services: Navicor is an oncology-focused integrated marketing communications agency with a team of oncology experts, distinguished clinicians, and award-winning creative professionals dedicated to improving patients' lives by successfully launching and maintaining oncology brands. We have unmatched experience in transforming your developments into commercial realities. With over 12 launches in nine years, we understand how to prep an orphan-disease market, negotiate OPDP reviews, and navigate accelerated filings. While oncology is highly scientific, that doesn't mean your brand communications should be clinical white papers. We use some of the best creative strategies to ensure your brand's message is received. And our industry recognizes our efforts – honoring us with trophies from some of the most prestigious awards shows. We know how important it is to you that your agency doesn't outsource all or part of its services. When we say full-service, we mean it. From traditional sales tools to interactive sales aids, websites, and videos, our production is maintained in-house.

Healthcare Accounts: OncoGenex: Pipeline; Synta: Pipeline; OSUCCC: The James; AMAG: Feraheme, MuGard; Mallinckrodt Pharmaceuticals /Cadence Pharmaceuticals: Disease awareness; Incyte: Jakafi; Sunesis: Qinprezo, Disease awareness; Clovis Oncology: Pipeline, Disease awareness; Tesaro: Pipeline, Disease awareness; diaDexus: Diagnostics; Sirtex: SIR-Spheres; Amgen: BITE; Durect: Posidur;

Number of Accounts Gained: 12

Accounts Gained: Mallinckrodt Pharmaceuticals /Cadence Pharmaceuticals: Disease awareness; Incyte: Jakafi; Sunesis: Qinprezo, Disease awareness; Clovis Oncology: Pipeline, Disease awareness; Tesaro: Pipeline, Disease awareness; diaDexus: Diagnostics; Sirtex: SIR-Spheres; Amgen: BITE; Durect: Posidur

Number of Accounts Lost: 1

Account Lost: Seattle Genetics: ADCETRIS

NUCLEUS MEDICAL MEDIA

1275 Shiloh Rd, Suite 3130
Kennesaw, GA 30144

Phone: 800.333.0753

Web: nucleushealth.com

Founded: 1997

Officers: Ron Collins, CEO & Co-founder Keith Pavlik, President & Co-founder

Ogilvy CommonHealth Worldwide

OGILVY COMMONHEALTH WORLDWIDE

400 Interpace Parkway
Parsippany, NJ 07054

Phone: 973.352.1000

Email: matt.geigerich@ogilvy.com

Web: ochww.com

Founded: 2010

Parent Company: WPP, 27 Farm Street, London, W1J5RJ, UK

Offices: Ogilvy CommonHealth Behavioral Insights - 440 Interpace Parkway, Parsippany, NJ 07054; Ogilvy CommonHealth Market Access - 14 Commerce Road, Newtown, CT 06470; Ogilvy CommonHealth Market Access - 19800 MacArthur Boulevard, Suite 300 Irvine, CA 92612; Ogilvy CommonHealth Medical Education - 402 Interpace Parkway, Parsippany, NJ 07054; Ogilvy CommonHealth Medical Marketing - 420 Interpace Parkway, Parsippany, NJ 07054; Ogilvy CommonHealth Payer Marketing - 422 Interpace Parkway, Parsippany, NJ 07054; Ogilvy CommonHealth Public Relations - The Chocolate Factory, 636 11th Avenue, New York, NY 10036-2010; Ogilvy CommonHealth Specialty Marketing - 444 Interpace Parkway, Parsippany, NJ 07054; Ogilvy CommonHealth Wellness Marketing - 424 Interpace Parkway, Parsippany, NJ 07054; Ogilvy Healthworld - The Chocolate Factory, 636 11th Avenue, New York, NY 10036-2010; Ogilvy Healthworld Payer Marketing - 434 Interpace Parkway, Parsippany, NJ 07054; SCI Scientific Communications & Information - 432 Interpace Parkway, Parsippany, NJ 07054;

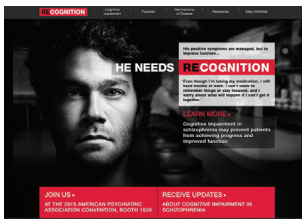
Management Personnel: att Giegerich – Chairman & CEO, Ogilvy CommonHealth Worldwide; Darlene Dobry – Managing Partner, Ogilvy CommonHealth Worldwide; Michael Parisi – Managing Partner, Ogilvy CommonHealth Worldwide; Shaun Urban – Managing Partner, Ogilvy CommonHealth Worldwide; Marc Weiner – Managing Partner, Ogilvy CommonHealth Worldwide; Gloria Gibbons – President EAME, Ogilvy CommonHealth Worldwide; Susan DiDonato – EVP, Chief Talent Officer, Ogilvy CommonHealth Worldwide; Robert Saporito – EVP, Chief Financial Officer, Ogilvy CommonHealth Worldwide;

Key senior hires: Ritesh Patel - Executive Vice President, Chief Digital Officer, US, Ogilvy CommonHealth Worldwide; Russell Grimaldi - Executive Vice President, Client Engagement/Customized Solutions, Ogilvy CommonHealth Worldwide; Michele Andrews - Executive Vice President, Director of Client Services, Ogilvy Healthworld Payer Marketing, NJ

Services: Behavioral insights Content strategy & management Digital, interactive & new media services Marketing analytics & research Media planning & buying Medical education Payer marketing & market access Professional advertising & promotion Public affairs & relations Relationship marketing Sales training development Scientific communications & publication planning Social media & social listening Wellness & consumer advertising & promotion

FEATURED WORK

Description: This journal ad is just one component of FORUM Pharmaceuticals' multimedia disease awareness campaign, Need Recognition, crafted to educate healthcare professionals about the importance of cognitive impairment in schizophrenia. The ad draws attention to a critical unmet



treatment need through a compelling emotional patient story.

Creative/Account Team: Account: Maureen Ruff, Peter Rooney; Copy: Teresa Kyle, Mike Brune; Art: Neil Paulino

Media Team: Anna Buckley, Nicholas Brown

Why this ad is special: This ad draws the reader in using stark black-and-white portraiture and an emotional plea based on patient insights. The bold rallying cry for ReCOGNITION brings urgent attention to a largely unrecognized condition with nonetheless profound impact on the ability to function independently for those with schizophrenia.

PACE AN FCB HEALTH COMPANY

AN FCB HEALTH COMPANY

1 Gatehall Drive
Parsippany, NJ 07054

Phone: 973.658.1158

Email: greg.geider@pace-hc.com

Web: pace-hc.com

Founded: 1985

Parent Company: Interpublic Group of Companies

Full-time Employees: 50 (2014), 45 (2013)

Officers: Gregg Geider, Managing Director

Services: Full service advertising, medical education, multichannel marketing

Healthcare Accounts: Vertex: Kalydeco, ivacaftor/lumacaftor combination, CFTRScience; CSL Behring: Berinert, Hizentra, Kcentra; Piramal: Neuraceq; Fidia: Hyalgan; GSK: Lovaza, Levitra, Staxyn; AHA (Pro Bono)

Number of Accounts Gained: 2

Accounts Gained: Vertex U.S. - ivacaftor/lumacaftor combination Fidia Pharma - Hyalgan



FEATURED WORK

Description: For Vertex, Pace reinvented CFTRScience.com—a disease education website aimed at the health care professionals who staff cystic fibrosis (CF) centers around the world. The site succinctly illuminates the relationship between CFTR mutations and defective or deficient CFTR proteins—the underlying cause of CF—providing downloadable

resources for peer-to-peer education.

Creative/Account Team: Deb Goldberg; Peggy Garella; Dainius Jaras; Kathryn Lieberthal; Jean Allan; Mario Coccia; Larry Horowitz

Media team: Eileen Zaccaro, Kelly Peterson, Tom Carr

Why this ad is special: CFTRScience.com is a leading educational source, widely praised for informing a fundamental shift in the understanding of CF, a lethal genetic disease primarily affecting the lungs. CFTRScience.com distills decades' worth of primary research into more than 2000 different CFTR mutations—making it accessible to busy clinicians.

AGENCY A TO Z



PACIFIC COMMUNICATIONS

575 Anton Blvd, Suite 900
Costa Mesa, CA 92626

Phone: 714.364.1900

Web: pacificcommunications.com

Email: newbusiness@pacificcommunications.com

Founded: 1994

Full-time Employees: 240 (2014), 450 (2013)

Officers: Craig Sullivan, President Henry Lee, Director Client Services Ryan Orsini, Director Client Services Kun-Yang Kim, Director Client Services Peter Siegel, Executive Creative Director Joe Abiad, Director Finance & Agency Operations James Marlin, Executive Director Agency Services Pat Macke, Director Interactive Services

2014 Gross Income: 65M-100M

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

	2014	2013
Professional print ads:	5	5
Sales Materials:	25	25
Professional digital/web/mobile:	25	25
Consumer broadcast:	5	5
Consumer digital/web/mobile:	5	5
Promotional medical education:	25	25
Other:	10	10

Services: Pacific Communications is a full service global provider of integrated healthcare communications, specializing in new technology marketing development, product launch, and all forms of marketing communications engagement.

Healthcare Accounts: Allergan, Inc.: Restasis, Botox Cosmetic, Botox Chronic Migraine, Juvederm, Voluma, Botox OAB, Ozurdex, Aczone, Tazorac, Natrelle, SkinMedica, Lumigan, Combigan

Number of Accounts Lost: 1

Account Lost: Bausch & Lomb



PALIO

450 West 15th Street, 6th Floor
New York, NY 10011

Phone: 212.364.0453

Web: PALIO.com

Parent Company: inVentiv Health, 1 Van deGraaff Drive, Burlington, MA 01803

Founded: 1999

Full-time Employees: 125 (2014), 199 (2013)

Offices: Saratoga Springs, NY; Irvine, CA

Officers: Joe Arcuri, VP, User Experience Michael Austin, Executive Creative Director Neall Currie, VP, Creative Director Kim Curtin, VP, Account Director Ed Decker, VP, Director of Finance Steve Dubansky, MD, SVP, Medical Director Cheryl Fielding, SVP, Client Services Kelli Gibbs, VP, Account Director Mary Kate Hallahan, VP, Human Resources Paul Harrington, SVP, Creative Director Rafael Holguin,

AGENCY A TO Z

SVP, Design Director Matthew Howes, SVP, Business Development Kim Johnson, President Nori Kaiser, VP, Account Director Andrea Kretzman, Managing Director, West Raquel Krouse, VP, Digital Strategy Director Jeremy Lichtenberger, VP, Insight and Brand Strategy Louis Massaia, Executive Creative Director Ken Messinger, SVP, Creative Director Randall Morris, VP, Associate Creative Director Bill O'Bryon, VP, Experience Strategy Tumi Oguntala, VP, Brand Strategy Peter O'Toole, VP, Associate Director of Operations Laura Presicci, VP, Creative Director Julie Priddle, VP, Account Services Philip Reynolds, VP, Associate Creative Director Jessica Shuket, VP, Account Director Kevin Stone, VP, Account Director Christopher Vimini, VP, Associate Creative Director Maureen Wendell, Managing Director, Saratoga Homer Wolfe, VP, Brand Strategy Kyle Wormser, VP, Associate Creative Director

Key senior hires: Michael Austin, Executive Creative Director Cheryl Fielding, SVP, Client Services Matthew Howes, SVP, Business Development Louis Massaia, Executive Creative Director

Services: We ignite brands in beautifully disruptive ways.

Healthcare Accounts: 2014: Abbott Medical Optics Abbott Vascular Adheris Alkermes AstraZeneca Biogen Biosense Webster Celgene DexCom Gilead Sciences Inc. Good Start Genetics Hologic Merck Publishing, Corporate Shire US Inc.: Fosrenol 2015 to date: Baxter CTI/Baxter Endo, Stendra Provista Diagnostics

Number of Accounts Lost: 8

Accounts Gained: Adheris, Corporate brand development; Alkermes, Corporate brand development; AstraZeneca, 11 projects with Bydureon Global, 19 projects with Bydureon US, Byetta – Corporate; Blockade Medical, Barricade Coil System; Biosense Webster, Carto Solution; Celgene, Otezla PsO, dermatology, Otezla PsA, Global, Otezla PsO, Global; Good Start Genetics, Good Start Select, Brand development; Hologic, Aptima Assay's, Women's Health Assays, Panther

THE PATIENT EXPERIENCE PROJECT

19 Railroad Place, Suite 204
Saratoga Springs, NY 12866

Phone: 518.306.6712

Email: info@the-pep.com

Web: the-pep.com

Founded: 2012

Full-time Employees: 21 (2014), 2 (2013)

Officers: Dan Bobear, Managing Director Robbie McCarthy, Managing Director

Key senior hires: Kevin Coffey- Director of Business Development Kristin Phillips- Director of Patient Experience Amy Howard- Director of Client Services

2014 Gross Income: Under 5M

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

	2014	2013
Professional digital/web/mobile:	20	70
Consumer digital/web/mobile:	50	20
Direct marketing:	20	10
Public relations:	10	0

Healthcare Accounts: Lundbeck, Retrophin, bluebird bio, Edimer Pharmaceutical

Number of Accounts Gained: 5

Accounts Gained: Lundbeck, Edimer Pharmaceutical, National Foundation for Ectodermal Dysplasia (NFED), Edinburgh Bioquarter

PDR, LLC

5 Paragon Drive
Montvale, NJ 07645

Phone: 201.358.7200

Email: info@pdr.net

Web: PDRnetwork.com

Founded: 1947

Full-time Employees: 130 (2014), 135 (2013)

Offices: Montvale, NJ; St. Louis, MO; Blue Bell, PA

PIVOT HEALTHCARE COMMUNICATIONS

9 Campus Drive
Parsippany, NJ 07436

Phone: 973.984.3333

Web: pivothealthcare.com

Founded: 2006

Officers: Cindy Schermerhorn, President & CEO; Kerry Cavender, SVP, Director Client Services; Anthony Cannon, CFO

Services: Pivot is an independent, full-service boutique ad agency developing multichannel communications to HCPs, payers, and patients. Core competencies include strategic planning, branding, advertising and promotion, DTP/patient education, digital promotion, and managed markets promotion. Efficient and nimble, clients find our approach to business refreshing. So whether you're launching or revitalizing a brand, give us a call and find out what you've been missing.

Healthcare Accounts: bioCSL: Afluria; Guided Therapeutics: LuViva; Perrigo: Bacitracin, new products; PolyGel: ThermoActive Medical; Regeneron: Eylea; Santen: global launch

PIXACORE

Intstrux
Channel Ideas.

PIXACORE

15 W 39th St, 13th Floor
New York, NY 10018

Phone: 646.688.2782

Email: info@intstrux.com

Web: intstrux.com

Parent Company: Intstrux LLC, 15 west 39th street, 13th floor, New York, NY 10018

Founded: 2007

Full-time Employees: 35 (2014), 25 (2013)

Officers: Sanjiv Mody, Dhaval Parikh, Marge Perry, Thomas Graves, Ben Voss

Key senior hires: Thomas Graves

2014 Gross Income: 5M-10M

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

	2014	2013
Sales Materials:	10	15
Professional digital/web/mobile:	70	60
Consumer digital/web/mobile:	20	25

AGENCY A TO Z

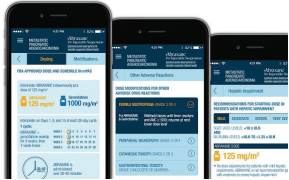
Services: Digital Strategy: Brand, Social Media, Sales & marketing; Multi-channel: Web, Mobile, Live events, centralized asset libraries; Digital development: Internal & external portals, SEO/SEM, Video production, Custom applications, Veeva CLM, Rep-generated emails, Custom games, Analytics; Creative: Interface design, UX, Content development, Branding, Motion design 3D; Training: eLearning, Roleplaying, POA/NSM, Custom training platforms, Sales communities;

Healthcare Accounts: Bayer: Nexavar-US, Nexavar-Global, Stivarga-US, Stivarga-Global; Celgene: Abraxane, Revlimid, Istodax, Pomalyst; Boehringer Ingelheim: Gilotrif; Sanofi: Jevtana

Number of Accounts Gained: 5

Account Gained: Bayer: Nexavar-US, Stivarga-US, Celgene: Revlimid, Istodax, Pomalyst;

FEATURED WORK



Description: This multichannel app (iPhone, iPad, Android, web) helps oncology HCPs understand the unique dosing and dose-level reductions for three indications. In addition, it provides an overview of pivotal trials, indicated usage and prescribing information in an easy-to-access digital format.

Creative/Account Team: This was a collaborative project spanning our collective account and digital services team

Why this ad is special: This was a first branded oncology app initiative by our client; our PIXACORE team orchestrated the ideation, strategy, development and successful launch, collaborating with all key stakeholders including legal, regulatory and marketing. For the HCP, the app has been well received and an invaluable tool to navigate effortlessly through complex dosing and dose-modification schedules across three indications. We also spearheaded promotional efforts leveraging sales professionals, targeted banner placements, SEM, SEO and conventions.



A PRECISION FOR MEDICINE COMPANY

PRECISION FOR VALUE

9 East 37th Street
New York, NY 10016

Phone: 212.686.2650

Web: precisionforvalue.com

Parent Company: Precision for Medicine, 2 Bethesda Metro Center, Suite 850, Bethesda, MD 20814

Founded: 2012

Full-time Employees: 217 (2014), 135 (2013)

Offices: Austin, TX; Bethesda, MD; Boston, MA, Cambridge, MA; Chicago, IL; Frederick, MD; Gladstone, NJ; Indianapolis, IN; Los Angeles, CA; New York, NY; Oakland, CA; and Stamford, CT.

Officers: Dan Renick, President; Larry Blandford, EVP, Managing Partner; Carlos Delucca, EVP, Managing Partner; Bruce Leavitt, EVP, Managing Partner, Kelly Wilder, EVP, Managing Partner, Bob Nordyke, PhD, SVP, Health Economics and Evidence Strategy; Brad Epstein, SVP, Corporate Marketing; Corinne Romero, SVP, Marketing Operations

Key senior hires: Precision for Value hired Bob Nordyke, PhD, SVP, Health Economics and Evidence Strategy; Phil Cyr, VP, Health Economics and Ellyne Dec, Senior Principal, Health Economics

2014 Gross Income: 40M-65M

Services: Precision for Value supports commercial excellence for global pharmaceutical and life sciences clients through the demonstration of product value and outcomes. Since 2010, we've supported over 50 product launches. Our services are grounded in decades of experience with payers, proven product strategies, demonstrated analytics proficiency, and com-

munications prowess— making Precision for Value the preferred strategic partner in the industry.

Healthcare Accounts: Astellas Pharma US, Sanofi-Aventis US LLC, Eli Lilly and Company, Bayer, Daiichi-Sankyo Inc, Merck & Co., Pfizer Inc, Baxter, Novartis, Boehringer Ingelheim, Shionogi, Abbott Laboratories, Otsuka America, Inc.

Number of Accounts Gained: 40

PUBLICIS HEALTH MEDIA

100 Penn Square East, 11th Floor
Philadelphia, PA 19107

Phone: 215.399.3428

Web: publicishealthmedia.com

Parent Company: Publicis Groupe, 133 avenue des Champs Élysées, Paris, France 75008

Founded: 2012

Full-time Employees: 200 (2014), 1353 (2013)

Offices: Philadelphia, PA; Chicago, IL; New York, NY; Kensington Village, London; Paris, France

Officers: Matt McNally - President Jedd Davis - Chief Operating Officer Andrea Palmer - SVP, Chicago Office Lead Greg Reilly - SVP, New York Office Lead Elyse Rettig - SVP, Media Eric Solomon - SVP, Communications Planning Ray Rosti - GVP, Search Practice Lead

Key senior hires: Dave Nussbaum - SVP, Business Intelligence Sharon Patent - VP, Business Intelligence

Services: Communications Planning Content Strategy Development: Creation and Co-Development Partnership Strategies Cross Channel Media Strategy & Planning Cross Channel Activation Programmatic and Data Mining Search Engine Marketing (Paid & Organic) Place Based Marketing Mobile Social Business Intelligence

PUBLICIS LIFE BRANDS MEDICUS

1 Penn Plaza, 5th Floor
New York, NY 10119

Phone: 212.771.5700

Email: info@publicislifibrands.com

Web: plbmedicus.com

Parent Company: Publicis Groupe SA, 133 Champs-Élysées Avenue, Paris, France 75008

Founded: 1972

Full-time Employees: 142 (2014), 135 (2013)

Officers: Adrian Sansone, EVP, Managing Director; Ellen Gorczyca, EVP, Exec. Creative Director; Brian Lefkowitz, EVP, Exec. Creative Director; Jennifer Shirley, EVP, AbbVie HCP Lead, Account Services

Key senior hires: Brian Lefkowitz, EVP, Exec. Creative Director; Jennifer Shirley, EVP, AbbVie HCP Lead, Account Services

Services: Publicis Life Brands Medicus (PLBM) is a full-service, New York City-based healthcare advertising agency. We serve a variety of clients and brands with marketing expertise that spans audiences from physicians to patients and from prescription therapies to over-the-counter medicines. We see the healthcare landscape changing rapidly. We embrace this change and the lack of comfort that comes with it. In fact, we push ourselves to look beyond the ordinary and familiar to unexpected places, where we develop breakthrough healthcare marketing and creative solutions, reach healthcare professionals in novel ways, forge innovative approaches to doing business, uncover deep strategic insights, and invest in cultivating a diverse talent pool to meet emerging needs. We know that by doing all of this we will thrive, and our clients and brands will too.

AGENCY A TO Z

PULSECX

211B Progress Drive
Montgomeryville, PA 18936

Phone: 215.699.9200

Email: info@pulsecx.com

Web: PulseCX.com

Founded: 2014 (1981- former Roska Healthcare)

Full-time Employees: 52 (2014), 44 (2013)

Officers: Jay Bolling, CEO David Zaritsky, President Kurt Mueller, Chief Innovation Officer Dave Grillo, SVP, Executive Creative Director

Key senior hires: Dave Grillo, SVP, Executive Creative Director Patrick Mullaney, Group Account Director

Services: PulseCX specializes in Customer Experience (CX) Marketing to deliver key brand messages and change customer behavior. Using tools such as our CX Audit and CX Journey Map, we define each stage of the disease-specific patient journey, the needs, emotions, and behaviors during each stage, key influencers who affect each important decision along the way, and the "moments of impact" when patients and healthcare professionals are most receptive to brand messages/information (and from whom).

Healthcare Accounts: Emergent BioSolutions: episil; WinRho SDF; IXinity Ferring; Zomacton Inspire: Inspire Sleep Therapy Medtronic ENT: NuVent Mead Johnson Nutrition: Enfamil; Enfamil A.R.; Enfitas; Gentlease; Nutramigen; Puramino Merck: Hepatitis C franchise Neodyne: embrace Silvergate: Epaned

Number of Accounts Gained: 5

Accounts Gained: Actavis; Estrace Inspire: Inspire Sleep Therapy Merck & Co: Hepatitis C franchise Neodyne; embrace Silvergate: Epaned

Number of Accounts Lost: 2

Accounts Lost: Astellas; Myrbetriq; VESlcare

2014 Gross Income: 5M-10M

RAZORFISH HEALTH

100 American Metro Drive
Hamilton, NJ 08619

Phone: 609.689.6141

Web: razorfishhealth.com

Parent Company: Publicis Healthcare Communications Group, One Penn Plaza, 5th Floor, New York, NY 10019

Founded: 1998

Full-time Employees: 300 (2014), 250 (2013)

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

Management Personnel: Shannon Hartley, Managing Director; Scott Reese, Executive Creative Director; Jeff Smith, Global Head of Technology; Edward Nathan, Head of Strategy; Mark Hunter, Client Partner & Head of Delivery, Patti Habig, Client Partner; Karl Tiedemann, Client Partner; Kim Corrigan, Client Partner;

Key senior hires: Scott Reese, Executive Creative Director

Services: Razorfish Health is a customer engagement agency. We believe that customer engagement is a personal connection between a consumer and a brand that is strengthened overtime, resulting in mutual value. Our focus is using data and insights to build behavioral intelligence, amplified through technology innovation to create personalized customer experiences resulting in improved health. Our rich heritage of over 15 years of health insights and analysis, accompanied by extensive expertise across technology platforms and partners allows us to create truly personalized customer engagement experiences across the entire health ecosystem (hospitals, retail channels, health insurers, medication and wellness products, providers, patients, and caregivers).

Healthcare Accounts: Actavis; Abbott; Abbvie; AstraZeneca; Bayer Consumer Products; Express Scripts; Genentech; Genzyme; Johnson & Johnson; Janssen; Novartis; Otsuka; Pernix; Pfizer; Purdue Pharma; Rite Aid; Sanofi; St. Jude Medical; University of Delaware

Number of Accounts Gained: 5

Accounts Gained: Pernix: Silenor, Treximet; BMS: Daklinza; Mature Products Franchise; Bayer: Consumer Products Relationship Marketing

Number of Accounts Lost: 3

Accounts Lost: Novartis: Gilenya; Auxilium: Xiaflex; Actavis: Respiratory Franchise

RENAVATIO HEALTHCARE COMMUNICATION

27-29 Cambridge Lane
Newtown, PA 18940

Phone: 215.968.8890

Web: renavatiogroup.com

Founded: 2007

Full-time Employees: 35 (2014), 32 (2013)

Officers: Sheila Gerus, Principal, Brand Strategist; Larry Iaquinto, Principal, Brand Strategist; Celine Darche, Director of Operations; Katherine Zaiser, Director of Client Services; Symon Erskine, Director of Scientific Strategy; Ron Lewis, Creative Director, Art; Joe Vitale, Creative Director, Copy

Key senior hires: Joe Vitale, Creative Director, Copy

Services: Renavatio provides healthcare specialty brands with strategic, scientific, and multichannel advertising services that help brands reach their full commercial potential. Powered by an intimate knowledge of the commercialization process, and a deep understanding of what drives healthcare professionals, patients, consumers, and sales reps. Renavatio uncovers insights and develops marketing initiatives that produce revenue.

Healthcare Accounts: Abbott Point of Care: i-STAT System, Piccolo System; Akrimax Pharmaceuticals LLC: InnoPran XL; Amgen: early development compounds, disease-state awareness; Antares: Otrexup; Bristol-Myers Squibb Co: early development compounds (n:9); Fidia Pharma USA Inc: Hyalgan; Ipsen Inc: Somatuline; Jubilant Draximage: Ruby-Fill, Sodium Iodide; Novocure: Optune, NovoTAL System; OTI: corporate; Prostrakan Inc: Fareston, Sancuso; Veloxis: Envarsus

Number of Accounts Gained: 3

Accounts Gained: Merial: Previcox, vaccines; PDI Sani-brands

REVHEALTH LLC

55 Bank Street
Morristown, NJ 07960

Phone: 973.867.6500

Email: revoltknow@revhealth.com

Web: revhealth.com

Founded: 2006

Full-time Employees: 103 (2014), 95 (2013)

Divisions: First Amendment

Officers: Bruce Epstein, Managing Partner Bruce Medd, Managing Partner Brian Wheeler, Managing Partner

Key senior hires: Don Nelinson, PhD

2014 Gross Income: 15M-25M

AGENCY A TO Z

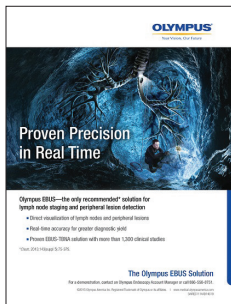
U.S. Billings, breakdown by media/source (%)

	2014	2013
Professional print ads:	5	na
Sales Materials:	35	na
Professional digital/web/mobile:	20	na
Consumer digital/web/mobile:	10	na
Promotional medical education:	20	na
Other:	10	na

Services: Professional Promotion, Medical Education, Sales Training, Consumer Digital, Patient Education, Digital Services

Number of Accounts Gained: 3 clients, 12 brands

Number of Account Lost: 1



FEATURED WORK

Description: "Proven Precision in Real Time" campaign for Olympus Endobronchial Ultrasound, featuring EBUS-TBNA and Radial EBUS solutions.

Creative/Account team: Darah Semancik, Art Group Supervisor, Art; Gregg Friedmann, SVP, Associate Creative Director, Copy; Amy Ryan, Copy Supervisor, Copy; Lisa Southren, VP, Account Group Supervisor, Account; Brian Wheeler, Managing Partner

Why this ad is special: Visionary, versatile, and confident are the hallmarks of this captivating 2014 Ad developed for Olympus EBUS. The

strategic goal was to illustrate the unique ability of the system to provide physicians with visualization of the lung periphery with such clarity and precision that they feel like they are actually there.

SAATCHI & SAATCHI WELLNESS

375 Hudson Street
New York, NY 10014

Phone: 646.746.5000

Web: saatchiwellness.com

Parent Company: Publicis Healthcare Communication Groups, One Penn Plaza, New York, New York, 10119

Founded: 2000

Full-time Employees: 232 (2014)

Offices: New York, NY

Officers: JD Cassidy EVP, Managing Director Kathy Delaney Global Chief Creative Officer Kristen Myers SVP Executive Director of Production & Operations Victoria Summers EVP Engagement & Analytics Kristin Volk Chief Planning Officer Ewelina Gutierrez HR Director Carmesina Ochoa SVP Fiance Director

Key senior hires: David Laviertes EVP Director of Client Services Kristen Myers SVP Executive Director of Production & Operations

Services: Professional and consumer promotion, digital, analytics, CRM
Healthcare Accounts: Pfizer, Sanofi, Abbvie, Abbott Diabetes, Sunovion, Astra-Zeneca, Daiichi Sankyo

Number of Accounts Gained: 4

Number of Accounts Lost: 2

SCITERION

300 American Metro Blvd, Suite 220
Hamilton, NJ 08619

Phone: 212.726.5050

Web: sciterion.com

Founded: 2012

Parent Company: Havas Health, 200 Madison Avenue, New York, NY 10016

Full-time Employees: 65 (2014), 58 (2013)

Divisions: Sciterion – UK/Europe

Officers: Jeff Hoffman, Chief Development Officer, Partner; Tracy Mills, Managing Director, US; Amanda Smith, Managing Director, UK/Europe

Services: Scientific Platform; Disease Slide decks; KOL identification, validation and stratification; Advisory Board planning and execution; Professional Education Slide Decks; MOA Narratives, Videos; MOD Videos; Speaker Programs/Training – Live, WebEx, Webcast, Virtual; Webinars/Webcasts; Educational Brochures; Conference Reporters; Publications/Manuscripts; Sales Training Materials; KOL identification, validation and stratification; Advisory Board planning and execution.



SCOUT
BE BRAVE

SCOUT MARKETING

3391 Peachtree Rd NE, Suite 105
Atlanta, GA 30326

Phone: 404.917.2688

Email: astegall@findscout.com

Web: FindScout.com

Founded: 1999

Full-time Employees: 83 (2014), 69 (2013)

Offices: Chicago, IL; San Diego, CA; Atlanta, GA

Officers: Jennifer Brekke, CEO, Principal; Raffi Siyahian, EVP, Principal; Bob Costanza, Executive Creative Director, Principal; Allen Stegall, Executive Director Strategy, Principal

2014 Gross Income: 15M-25M

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

	2014	2013
Professional print ads:	5	10
Sales Materials:	25	25
Professional digital/web/mobile:	40	40
Consumer print ads:	5	5
Consumer broadcast:	10	5
Consumer digital/web/mobile:	15	15

Services: Market analysis; product positioning; brand development; digital marketing services; program development and execution; HCP, DTP, and DTC marketing; disease awareness; media planning.

Healthcare Accounts: Lundbeck: ONFI, Sabril, Carbella, corporate; Jazz Pharmaceuticals: Xyrem HCP, Xyrem consumer, disease awareness; Nielsen BioSciences: Spherusol; Depomed: Zipsor; Impax Pharmaceuticals: Rytary, Zomig NS

Number of Accounts Gained: 2

Accounts Gained: Impax Pharmaceuticals: Rytary, Zomig NS

Number of Accounts Lost: 1

Account Lost: BMS: Bydureon

AGENCY A TO Z

SIREN INTERACTIVE

626 W. Jackson Blvd, Suite 100
Chicago, IL 60661

Phone: 312.204.6700

Email: contactsiren@sireninteractive.com

Web: sireninteractive.com/

Parent Company: Dohmen Life Science Services, 190 N. Milwaukee Street, Milwaukee, WI 53202

Founded: 1999

Officers: Cynthia LaConte, CEO, Dohmen Life Science Services; Wendy White, SVP, Rare Diseases, Dohmen Life Science Services; Suzanne Tsuchiya, President, Siren Interactive; Frieda Hernandez, VP Business Development, Siren Interactive

Key senior hires: Siren Interactive is a subsidiary of Dohmen Life Science Services. The Milwaukee-based provider of outsourced business services for biopharma and medtech innovators acquired Siren Interactive in January, 2015.

Services: Siren Interactive is a rare disease marketing agency with unmatched expertise in addressing the challenges and unmet needs of patients, caregivers, and physicians dealing with the over 7,000 rare diseases affecting over 300 million people globally. For more than 15 years, across more than 30 different disease states, we've had a singular focus: Finding rare disease patients and connecting them to our clients' brands. As trailblazers in recognizing that patient-driven decision making is central to successful orphan drug commercialization, we are constantly innovating to meet patients and caregivers where they live.

SKIPTA

416 1/2 North Queen Street
Lancaster, PA 17603

Phone: 800.390.8072

Email: info@skipta.com

Web: skipta.com

Founded: 2009

Offices: PA, MA, NC

Officers: Dr. Theodore Search, Founder and Chief Executive Officer
John Ciccio, Chief Operating Officer
Nick Doherty, Chief Administrative Office
Sreeni Jakka

Chief Technology Officer
Jeff Eaton, Vice President Sales
Jeffrey Anderson, Vice President, Strategy

Key senior hires: Jeff Eaton, Vice President Sales
Jeffrey Anderson, Vice President, Strategy

Services: Skipta is the leading social network of specialized online medical communities for verified healthcare professionals. Skipta's growing network of more than 30 specialized online medical communities enables healthcare professionals to communicate, consult and exchange information within private and secure platforms per physician specialty, healthcare profession or disease state. Skipta supports the medical advancement of its members by offering a range of collaborative peer based services that aid quality of care and contribute to improved patient outcomes. Skipta's network provides trusted forums and a range of tools for the life sciences industry to engage with healthcare professionals. Utilizing advanced social networking technologies, Skipta communities provide a platform to communicate with highly engaged, specialized healthcare providers through a variety of interactive tools: iFramed group areas, In stream product and medical information announcements, Video content (MOA videos, KOL videos, Instruction for use videos, etc.), Gamification • Virtual Advisory Boards, Market Research/Surveys
Core Capabilities: Each community represents a unique channel to communicate directly with a broad range of hard to reach and influential phy-

sician specialists and other healthcare professionals including pharmacists, nurse practitioners and medical directors. Skipta products and services enable stakeholders to contribute to conversations that healthcare professionals are having within a highly specific disease state or topic area. Skipta communities are safe and secure platforms for comprehensive information exchange, developed specifically for the healthcare industry and compliant with all industry regulations.

STONEARCH



STONEARCH

710 south 2nd Street, 7th Floor
Minneapolis, MN 55401

Phone: 612.200.5000

Email: info@stonearchcreative.com

Web: stonearchcreative.com

Founded: 1984

Full-time Employees: 44 (2014), 43 (2013)

Officers: Judy Kessel, Founder and Chair; Jerrold Gershone, CEO; Jessica Boden, President; Amy Asbury, Director, Agency Partnerships; Cassie Benowitz, Director, Strategy; Katie Uphus, Director, Operations; Nikki Cron, Director, Client Services; Phil Hoch, Creative Director; Sue Katula, Content Director

Key senior hires: Amy Asbury, Director, Agency Partnerships; Nikki Cron, Director, Client Services

2014 Gross Income: 10M-15M

Services: Our decades of healthcare experience give us a keen perspective on a complex industry and the critical insight it takes to solve our clients' biggest challenges. Areas of expertise: creating solid strategy and positioning in a highly regulated, competitive landscape; understanding consumers, clinicians and payers and how to pivot between them; thinking beyond health and medical to gain unexpected but relevant insights to shape and focus our solutions; fusing strategy and positioning with stellar creative that motivates, inspires and creates change; and driving execution and measurement across multiple channels to reach clinicians, allied health professionals, c-suite/administrators, economic buyers, clinical educators, sales teams, patients, caregivers and retail customers.

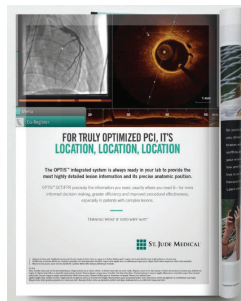
Divisions: Marketing; Meetings & Events; Training & Education

Healthcare Accounts: 3M; Acist Medical Systems; American Medical Systems; Bard Peripheral Vascular; Baxter; Covidien; EnteroMedics; Health Language; Hill-Rom; Jazz Pharmaceuticals; Medela; Medtronic; Oticon; ProVation Medical; St. Jude Medical; St. Luke's; Ulthera; Vention Medical; Veracyte; Verde Environmental Technologies; Walgreens; Wolters Kluwer Health

Number of Accounts Gained: 9

Accounts Gained: American Medical Systems; Abiomed; Celcuity; Elsvier; EnteroMedics; Medela; St. Jude Medical; Ulthera; Verde Environmental Technologies

FEATURED WORK



Description: St. Jude Medical's new OPTIS™ Integrated System delivers the same stunning image resolution as its predecessor—the difference is location. We developed a brand position based on the advantages an integrated, ready-to-use system provides for interventional cardiologists. The message, "Location, Location, Location" highlights the key benefits of an installed system.

Creative/Account Team: Account supervisor: Jennifer Mugnaini; Associate creative director: Wayne Walstead; Director, strategy: Cassie Benowitz; Director, content: Sue Katula; Senior project manager: Annie Carpenter

AGENCY A TO Z

Why this ad is special: Location may be a big deal in the real estate market, but it can be a deal breaker in the cath lab. Leveraging a well-known adage, the "Location, Location, Location" hook relates to every key benefit of the system—procedural efficiency, anatomic positioning and informed treatment decisions.



STRATEGIC PHARMA SOLUTIONS

4141 Parklake Ave Suite 120
Raleigh, NC

Phone: 919.674.3700

Email: contactus@strategicpharmasolutions.com

Web: strategicpharmasolutions.com

Founded: 2007

Key senior hires: In the last 12 months, Strategic Pharma Solutions has added 7 staff to its full-service account team, including Jason Menzo, former Head of Marketing & Operations at Nicox. Mr. Menzo joined the organization as a Senior Vice President and will drive strategic direction and client development within Strategic Pharma Solution's growing eye care service offerings.

2014 Gross Income: 10M-15M

Services: Strategic Pharma Solutions is a custom medical communications agency serving pharmaceutical, medical device and biotechnology companies. The agency has maintained a unique service approach that is responsive and highly tailored to suit clients' needs. Areas of expertise include pre-market development plans, product launches, customer engagement programs and KOL engagement and advocacy development.

Healthcare Accounts: Strategic Pharma Solutions currently supports 15 active clients spanning 10 therapeutic areas and 32 product brands. Clients include: Aerocrine, Covis, Envisia, Gilead, Grifols, Incyte, Inspire, Merck, Merz, Regeneron, Valeant (Bausch + Lomb, Salix), Shire, Teva and United Therapeutics.

FEATURED WORK

Description: The first consumer website for the ALPHANATE brand and Grifols offers users a multi-media experience for patients to explore/experience/learn about hemophilia A and von Willebrand disease. In addition to real-life perspectives, ALPHANATE.COM connects patients with local Hemophilia Treatment centers and Grifols representatives to stay on-track with treating their bleeding disorder.



Why this ad is special: Genetic bleeding disorders are caused by missing or defective clotting proteins, and can substantially impact everyday activities due to inadequate/limited treatment. ALPHANATE.COM was designed with a variety of ages and lifestyles in mind, demonstrating Grifols' commitment to those living with hemophilia through relevant information and direct connections to support resources.

STRIKEFORCE COMMUNICATIONS

366 W 11th Street, Suite 4K
New York, NY 10014

Phone: 917.475.1876

Email: mrustein@strikeforcenyc.com

Web: strikeforcenyc.com

Founded: 2009

Full-time Employees: 25 (2014), 25 (2013)

Officers: Mike Rutstein, Founder & CEO; Patricia Prugno, Partner, Managing Director; Amanda Van Doorene, Partner, Executive Creative Director

Services: STRIKEFORCE Communications LLC is a revolutionary healthcare communications company that operates through a unique open source model called "Precision Pairing." This approach offers clients greater access to top-level talent and the ability to truly tailor solutions to meet the individuals of each assignment without the overhead and fixed assets of a traditional model. The result is a more potent work product through a more efficient pricing model. STRIKEFORCE Communications LLC is based in New York City. The Agency's active engagements include work for the following clients: Alcon Laboratories, Ziemer, NxStage Medical, Amgen, Gilead Sciences, Amnioc Medical, Bristol-Myers Squibb.

Healthcare Accounts: Gilead: AOR; Hepatitis C Franchise; Sovaldi; Harvoni. Amnioc Medical: Corporate Branding. BMS: Oncology. Amgen: Oncology; Neulasta, Neulasta OnPro

Number of Accounts Gained: 2

Accounts Gained: Gilead: Harvoni, Amgen: Neulasta OnPRO

2014 Gross Income: 5M-10M

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

	2014	2013
Professional print ads:	0	
Sales Materials:	10	
Professional digital/web/mobile:	0	
Consumer print ads:	30	
Consumer broadcast:	40	
Consumer digital/web/mobile:	0	
Direct marketing:	20	

SUDLER & HENNESSEY

230 Park Avenue South
New York, NY 10003

Phone: 212.614.4100

Email: sudlernewyork@sudler.com

Web: sudler.com

Parent Company: WPP

Founded: 1934

Full-time Employees: 400+ (2014)

Offices: New York, Pennsylvania, New Jersey

Divisions: Sudler & Hennessey, Sentrix Healthcare, IntraMed, Precept Medical Communications, CMDNY, Quality Matters, HealthAnswers, Primary Source, Imprint Science, Command Central

Officers: Jed Beitler, Chairman & CEO Worldwide Ellen Goldman, CFO Worldwide Rob Rogers, Co-CEO the Americas Louisa Holland, Co-CEO the Americas Max Jackson, CEO EMEA & APAC

2014 Gross Income: 100M+

Services: Sudler is a full-service, healthcare-focused agency. We provide

AGENCY A TO Z

complete digital and print promotional services, education, and sales training to a wide range of life-sciences companies. Our core agency competencies include account services, creative services, strategic planning, market research, medical insights, payer and health systems marketing, life-cycle planning and franchise management, advocacy and patient communications, digital solutions, sales training, and consulting. This range of disciplines allows us to understand which communication vehicle works best, where it works best, and how it should be deployed

SYNAPSE MEDICAL COMMUNICATIONS

750 Third Avenue, Suite 1002
New York, NY 10017

Phone: 212.661.3337

Email: info@synapseny.com

Web: www.synapseny.com

Founded: 2004

Full-time Employees: 150 (2014), 160 (2013)

Offices: New York City

Officers: Leon Behar, PharmD, Chief Executive Officer

2014 Gross Income: 65M-100M

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

	2014	2013
Sales Materials:	10	10
Professional digital/web/mobile:	40	30
Promotional medical education:	45	45
Other:	5	15

Services: Synapse is a leading healthcare marketing and medical communications company servicing the pharmaceutical, biotechnology, and medical device industries. Synapse specializes in translating complex science into market-shaping strategies that maximize the clinical and commercial potential of our clients' brands. Our multidisciplinary team includes pharmaceutical marketers, medical and scientific experts, creative professionals, digital strategists, data analytics experts, and managed markets professionals.

TARGETBASE

7850 North Belt Line Road
Irving, TX 75063

Phone: 972.506.3400

Web: targetbase.com

Parent Company: Omnicom Group Inc., 437 Madison Avenue, New York, NY 10022

Offices: Irving, TX (HQ) and Greensboro, NC

Officers: President and CEO: Mark Wright Chief Technology Officer: Peter Kulupka EVP, Strategy and Analytics: Beth Kuykendall Chief Creative Officer: Kimberley Walsh Client Technology Delivery Officer: Mark Zahorik

Services: Targetbase is a data-driven, strategic communications agency. Our agency believes clients become stronger when they leverage the wealth of information consumers provide every day. Targetbase applies its experience in acquiring knowledge and key consumer insights and turns that relevant data-driven intelligence into brand experiences that consumers want. The agency brings together direct marketing disciplines, the innovative nature of digital thinking, and the intelligence of marketing analytics—all integrated in one agency backed by the Omnicom family.

TIP MEDICAL COMMUNICATIONS, INC

25 Independence Blvd, #404
Warren, NJ 07059

Phone: 866.711.7185

Web: tipmedcom.com

Founded: 2009

Full-time Employees: 7 (2014)

Officers: Ira Flood, Managing Director

Services: App development, website development, mobile messaging, video production, print design & production

Healthcare Accounts: Amgen; Boehringer Ingelheim; Celgene; European Medical Journal; Genentech; Genzyme; Keryx Biopharmaceuticals; Lautus Pharmaceuticals; Novartis; NCCN; Novocure



TIPPING POINT MEDIA

1595 Paoli Pike
West Chester, PA 19380

Phone: 610.578.0505

Web: tipmedia.com

Founded: 2003

Full-time Employees: 18 (2014), 7 (2013)

Officers: William Garner President and Chief Creative Officer, Amy Garner VP of Client Services

2014 Gross Income: Under 5M

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

	2014	2013
Sales Materials:	25	75
Consumer digital/web/mobile:	25	25
Promotional medical education:	50	0

Services: Science + Creativity + Technology + Retention OUR PROMISE We pride ourselves on developing innovative, creative and technically advanced virtual training and digital marketing for the pharmaceutical, medical and science-related industries. Our dedicated team of educators, medical experts, certified programmers and digital renaissance innovators are dedicated to revolutionizing the learner's experience. We are committed to quality. It is our promise to achieve effective and proven results through the power of collaboration. TPM promises to take your vision above expectations and beyond industry standards Please follow this link to view more of our offerings: www.tipmedia.com Virtual Training and Education: VR Gamification eLearning Mobile Learning Instructional Design for eLearning 3D Simulations Virtual Workshop Development 3D Medical Illustration Virtual Preceptorships CAMPUS (Online University) Digital Marketing: Marketing Strategy VR Gamification iPad/Android Apps SEO (Search Engine Optimization) Website Metrics Branding Design and Development Product Launches Live and Virtual Meetings B2B, B2C, and Doctor 2 Patient Virtual and Live Tradeshow tools For more information: www.tipmedia.com



TOPIN & ASSOCIATES, AN HCB HEALTH COMPANY

205 N Michigan Ave, Suite 2315
Chicago, IL 60601

Phone: 312.645.0100

Email: atopin@topin.com

Web: topin.com

Parent Company: HCB Health, 701 Brazos Street, #1100, Austin, TX 78701

Founded: 1982

Full-time Employees: 75 (2014), 75 (2013)

Offices: Chicago, IL; Austin, TX

Officers: Alan Topin, President - Chicago; Abby Mansfield, Svp/Creative Director; John Diaz, Vp/Creative Director; Tanja Noren, Vp/Account Director; Betsy Kramer, Vp/Account Services; Katie Keblusek, Director Of Accounting And Operations

2014 Gross Income: 10M-15M

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

	2014	2013
Advertising/Marketing/Digital:	25	25
Strategic Planning:	75	75

Services: Topin & Associates - An HCB Health Company is a full-service health care marketing communications agency offering strategic planning, creative, and production services for print, video, and digital media. Our experience includes specialty pharma, devices, diagnostics, and more, including brands in both launch and late life cycle stages.

Current Healthcare Accounts : Mission Pharmacal Co.: Binosto, CitraNatal Family, Ferralet 90,Tindamax; Myriad Pharmaceuticals: MyRisk; Terumo Cardiovascular Systems Corp.: Corporate Assignment; Teva Neuroscience Inc.: Azilect; Vetter Pharma International: Contract Manufacturer; Baxter: SIGMA Spectrum Infusion System; The Medicines Company: Project assignments, 3 brands, 2 in prelaunch/launch; Vermillion: Ova1

Number of Accounts Gained: 3

Account Gained: **Baxter Healthcare:** Corporate Assignment, SIGMA Spectrum Infusion System



TRIO, AN FCB HEALTH COMPANY

AN FCB HEALTH COMPANY

35 Waterview Boulevard
Parsippany, NJ 08801

Phone: 973.355.8625

Email: renee.wills@trio-hc.com

Web: trio-hc.com

Parent Company: FCB Health, 100 W 33rd Street, New York, NY 10001

Founded: 2005

Full-time Employees: 40 (2014), 60 (2013)

Officers: Renee Wills, President; Dominic Viola; EVP Management Supervisor; Scott Thompson, SVP, Creative Director, Karan Bredenbeck, SVP, Creative Director; Brian Raineri, EVP, Medical Affairs and Education; Donna Rooney, SVP, Agency Operations

2014 Gross Income: 10M-15M

AGENCY A TO Z

Services: Trio is a full-service, multichannel healthcare communications agency focused on connecting better with medical professionals, our clients, and each other. Through branding, promotion, medical education, and brand planning, we provide the full spectrum of communication services –from start to finish, and at every point of engagement.

Healthcare Accounts: AstraZeneca, Boehringer Ingelheim, Boehringer Ingelheim Biosimilars, Johnson & Johnson Consumer Products Division; Johnson & Johnson Healthcare Products McNeil Inc.; Johnson & Johnson Oral Care Global, Vertical Pharmaceuticals

Number of Accounts Gained: 2

Accounts Gained: Johnson & Johnson Oral Care Global; Vertical Pharmaceuticals

FEATURED WORK

Description: To increase awareness and generate excitement about the cognitive, social, and emotional benefits of sensorial stimulation in infant development, JOHNSON'S® Baby is bringing their multichannel awareness campaign, SCIENCE OF THE SENSES™ to pediatricians and maternity nurses.

Creative/Account Team: Tim Vanoudenaren, Genie Go, Scott Thompson, Karan Bredenbeck, Dominic Viola, Lisa Muchow



Triple Threat Communications

TRIPLE THREAT COMMUNICATIONS, LLC



140 East Ridgewood Ave., Suite
415ST
Paramus, NJ 07652

Phone: 201.788.2019

Email: tfrank@triplethreatcommunications.com

Web: triplethreatcommunications.com

Founded: 2005

Full-time Employees: 15 (2014), 14 (2013)

Officers: Tim Frank, Owner/Managing Partner; bob Hogan, EVP Director of Consumer Strategy; Teri Grajo, EVP Director of Operations; Jeff Perino, EVP Creative Director; Francesca Harris, EVP Creative Director

Key senior hires: Jesse Pease, Head of Digital Interactions

Services: Full service offering including...Strategy development, creative

2014 Gross Income: 10M-15M

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

	2014	2013
Professional print ads:	10	0
Sales Materials:	60	60
Professional digital/web/mobile:	10	5
Consumer print ads:	10	20
Consumer digital/web/mobile:	10	5
Other:	0	10

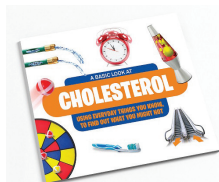
development, Professional and Consumer, Digital

Healthcare Accounts: AstraZeneca Pharmaceutical LLP, Manhattan Labs, Discovery Labs

Number of Accounts Gained: 1

Accounts Gained: Respiratory

AGENCY A TO Z



FEATURED WORK

Description: You may have read patient education materials about cholesterol, but perhaps not like this. The Cholesterol Handbook heightens the visual learning experience using simple, everyday items—from explaining what cholesterol is to helping patients understand where their cholesterol levels should be.



UNDERScore MARKETING

Phone: 212.647.8436

17 State Street, 19 floor
New York, NY 1004

Phone: 212.647.8436

Email: info@underscoremarketing.com

Web: underscoremarketing.com

Founded: 2002

Full-time Employees: 52 (2014), 31 (2013)

Offices: New York, NY; Morristown, NJ

Officers: Lauren Boyer CEO Tom Hespos, Founder, Chief Media Officer

Key senior hires: Robert Knoll, EVP Global Operations

Services: Integrated media strategy, planning, buying and campaign execution/management; marketing strategy; ad measurement; SEO/SEM; social media; advertising/marketing tech platform consulting

Healthcare Accounts: Gilead:Sovaldi, harvoni; Cellegene: Otezla; Daiichi Sankyo: Effient, Edozavan, hypertension franchise; Cubist: Zerbaxa, Cubicin, Sivextro; Novo Nordisk:Norditropin,Vagifem, NovoSeven; Purdue:Colace, Senokot, Zoetis:EQStable,Proheart 6

Number of Accounts Gained: 2

Accounts Gained: Gilead: Sovaldi, Harvoni; Cubist: Zerbaxa, Cubicin, Sivextro

2014 Gross Income: 5M-10M

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

	2014	2013
Professional print ads:	11	5
Sales Materials:	0	0
Professional digital/web/mobile:	17	8
Consumer print ads:	7	15
Consumer broadcast:	29	40
Consumer digital/web/mobile:	34	30
Direct marketing:	2	2

W2O GROUP

60 Francisco Street
San Francisco, CA 94133

Phone: 212.627.3000

Web: www.W2ogroup.com

Parent Company: W2O Group is the parent company to a network of marketing and communications companies: WCG, Twist Mktg, and Brewlife

Founded: 2001; W2O created in 2012

Full-time Employees: 402 (2014), 397 (2013)

Offices: Austin, Boston, Chicago, London, Los Angeles, Minneapolis, New York, San Diego, San Francisco, Seattle, Silicon Valley

Divisions: Our Practices: Healthcare, Technology, Consumer, Entertainment

Officers: Jim Weiss, CEO & Chairman; Bob Pearson, President of W2O Group and Chief Innovation Officer; Jennifer Gottlieb, Chief Operatomg Officer and Head of Client Service; Annalise Coady, President of Twist Mktg; Aaron Strout, President of WCG; Mike Hartman, Chief Creative Officer; Paul Dyer, President, Analytics and Insights; Paulo Simas, Chief Business Designer; John Cunningham, Chief Technology Officer; Tony Esposito, Chief Financial Officer

Key senior hires: Amber Edwards, Managing Director, Healthcare; Marie Emms, Managing Director CTR, Healthcare; David Walsey, San Diego Office Lead and Managing Director, Healthcare; Jon Maron, Seattle Office Lead and Managing Director, Technology; Louise Strong, Group Director, Healthcare; Jennifer Long, Group Director, Technology; Hollie Matthews, Director, Global Healthcare; Paul D'Addario, Creative Director, CCX; Jessica Maxwell, Director, Creative; Laura Mucha, Director, Analytics; MacKenzie Smith, Director, Analytics; Andrew Soucy, Director, Technology

2014 Gross Income: 40M-65M

Services: Corporate Communications, social commerce, business deign, creative & digital, media planning, insights & strategy,software development, global

Healthcare Accounts: Key Accounts we can mention: Medtronic, Galderma, Merck, Roche, Pfizer, Otsuka, Apollo Endosurgery: LAP-Band, Allergan, Astra Zeneca, Bayer (U.S.), Chimerix

Number of Accounts Gained: 40

Accounts Gained: New accounts we have permission to mention: Apollo Endosurgery: LAP-Band, Allergan, Astra Zeneca, Bayer (U.S.), Chimerix

Number of Accounts Lost: 15

WUNDERMAN WORLD HEALTH

3 Columbus Circle
New York, NY 10011

Phone: 212.627.3000

Web: wunderman.com

Parent Company: WPP, 27 Farm St., London W1J 5RJ United Kingdom

Founded: 1958

Full-time Employees: 500 (2014), 350 (2013)

Offices: Washington D.C., New York, St. Louis, Chicago

Officers: Becky Chidester President Wunderman Health, Jeff Ross, EVP, Chief Client Officer Dennis Barnes, EVP, Health Services Anya Sverdlov, SVP, Global Delivery, Matt Connor, ECD, Wunderman Health Brenda Fiala, EVP, Global Strategy Lindsay Resnick, CMO

Key senior hires: Brenda Fiala transitioned from Blast Radius to Wunderman Anya Sverdlov, Marketing Solutions Center to Wunderman

Services: Content, Creative, Strategy, Data, Search, Mobile, Loyalty, Promotions, Analytics, Marketing Technology, Production

Healthcare Accounts: GSK Fresenius Merck Pfizer Novartis Blue Cross/Blue Shield Align Technologies Astellas

Number of Accounts Gained: 5

Accounts Gained: GSK Consumer Health, GSK Multi-Channel MKTG, GSK Vaccines Fresenius Pfizer

Number of Accounts Lost: 2