

FINALISTS

- FCB Health
- GSW
- Intouch Solutions
- Klick
- Ogilvy CommonHealth Worldwide

Healthcare Agency
LARGE HEALTHCARE AGENCY OF THE YEAR

Recognizing outstanding performance by a healthcare marketing agency with US revenues of greater than \$50 million in 2014. //Sponsored by The Doctor's Channel

GOLD
FCB Health

Judges agreed that it was an outstanding year for FCB Health. The agency hired more than 145 new employees, won more than 30 new assignments, including 18 AOR assignments, and reportedly now works with 18 of the top 20 healthcare clients in the US and worldwide.

"FCB had a great balance of exceptional work, culture and industry thought leadership, which delivered great business results,"



said one judge.

In the past year the agency won new assignments from clients such as Novartis, Actavis, Genentech, Teva, BMS, Astellas, Takeda, Galderma and

more. Global assignments span the UK, Spain and Greece. Pro bono work continued with The Crohn's & Colitis Foundation and City Meals on Wheels.

New work launched this year included campaigns for BMS's Opdivo, AbbVie's Viekira Pak, Keryx's Auryxia, Daiichi Sankyo's Savaysa as well as others.

In May 2015 Interpublic Group consolidated all ICC-Lowe healthcare companies (ICC, Trio and Pace) into FCB Health.

"[It] was an amazingly productive year for FCB Health creatively," an agency representative said. "At one point it felt like almost every commercial on television was one of our spots ... We've won more business, hired more people and integrated more companies. [We're] expanding to more countries than ever before. And we feel like we're just getting started."

SILVER
Intouch Solutions

Judges were very impressed by Intouch Solutions' creativity and its culture, which is designed to foster creativity as well innovation and collaboration.

The agency has exceptionally strong and enduring client relationships, and their confidential testimonials were glowing.

Recent highlights included 52 new account wins and launches of seven major pharma products.



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 short vids for doctors

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