A comprehensive guide to healthcare marketing and advertising firms, including contact details, rosters, wins, losses, and examples of creative work. Companies submitted their data as part of MM&M’s annual agency review.
2e Creative
411 N. 10th St., Suite 600, St. Louis, MO 63101
2ecreative.com
Founded: 1999
Senior management: Ross Toochey, president and CEO; Steve Rosenman, COO; Lynda McClure, VP, creative; Brandon Chuang, VP, activation; Melinda Love, VP, engagement; Maggie Piasceki, VP, strategy
Recent executive hires: Melinda Love, VP, engagement; formerly EVP, Omnicom; Maggie Piasceki, VP, strategy; formerly marketing director, Appistry Genomics; Mary Habermaas, director, digital, formerly lead producer, HLK
Capabilities/services offered: Professional (marketplace/eales), consumer (Rx), OTC/wellness, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, data science
2016 North American revenue: $3,750,000
North America billings, breakdown by media/source

<table>
<thead>
<tr>
<th>2016 sales materials</th>
<th>15</th>
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</thead>
<tbody>
<tr>
<td>2016 professional digital/web/mobile</td>
<td>25</td>
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<tr>
<td>2016 professional print ads</td>
<td>15</td>
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<tr>
<td>2016 consumer digital/web/mobile</td>
<td>10</td>
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<td>2016 consumer print ads</td>
<td>10</td>
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<tr>
<td>2016 consumer broadcast</td>
<td>5</td>
</tr>
<tr>
<td>2016 promotional medical education</td>
<td>15</td>
</tr>
<tr>
<td>2016 data science</td>
<td>5</td>
</tr>
</tbody>
</table>

Current healthcare/pharma accounts: Alcon, Contoura, Ngenauty, Novartis, Ciprodex, Durezol, Bevlo, Moxeza, Vigamox, Johnson & Johnson, Cataract Portfolio, Catalys, Symfony, Helon, Tecnis; Cumberland Pharma, Krystalose; Ekso Bionics, Ekso GT, Isto Biologics, Cellpoint, Inquin, Influx, Magellan; ZimmerBiotnet, Spinal Portfolio
Number of accounts gained in 2016: 4
Details of accounts gained: Alcon, Contoura, Ngenauty; Cumberland Pharma, Krystalose; Ekso Bionics, Ekso GT
Number of accounts lost: 1
Details of accounts lost: Allermere, Vivitol
Number of accounts resigned: 1
Details of accounts resigned: Pacific Biosciences

FEATURED WORK

Description: We believe proactivity is just as important as creativity. That’s why when faced with an urgent need to differentiate Johnson & Johnson Vision Care’s premium and multifocal IOIs, we recommended a proactive approach to disease state education that better clarifies the IOI options that are right for each patient.

Why is this special?: We crafted a digital disease state education tool that focuses not on features and data, but on consumer lifestyle (for example, what activities do you do on a daily basis?) and the IOI benefits most relevant to that lifestyle. This solution empowers, informs, and provides clarity for anxious cataract patients.

AbelsonTaylor
33 West Monroe, Suite 600, Chicago, IL 60603
abelsonTaylor.com
Founded: 1981
Office locations in North America: Chicago and Indianapolis
Senior management: Dale Taylor, president and CEO; Jeff Berg, SVP, director of client services; Jay Carter, SVP, director of business development; Stephen Neale, SVP, executive creative director; Keith Stenlund, CFO
Capabilities/services offered: Professional (marketplace/eales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech
2016 North American revenue: $75,259,000
North America billings, breakdown by media/source

<table>
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<tr>
<th>2016 sales materials</th>
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<td>2016 professional digital/web/mobile</td>
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<tr>
<td>2016 professional print ads</td>
<td>8</td>
</tr>
<tr>
<td>2016 consumer digital/web/mobile</td>
<td>15</td>
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<tr>
<td>2016 consumer print ads</td>
<td>6</td>
</tr>
<tr>
<td>2016 consumer broadcast</td>
<td>8</td>
</tr>
<tr>
<td>2016 other</td>
<td>3</td>
</tr>
</tbody>
</table>

Current healthcare/pharma accounts: Alesion, Strensiq; Allergan, Aczone DTC; Botox; Migraine DTC; Rhinofade DTC; Amgen, Enbrel; Astellas Pharma, Ambrisine, Mycamine; Astrazeneca, Tagriso, Iressa, Durvalumab, Tremelimumab; Avanir, Nuedexta DTC; Chiesi, Bexhls, Cardene IV, Cleviprex, Cerebrax, Cresgeal, Pertxyze, Zylo CR; Cooper Surgical, Endosee; CSL Behring, Alstyla, Berninett, CSL 830, Hizentra, Humate-P, Idelvion, Kcentra, Privigen, Eli Lilly/Daiichi Sankyo, Efient, Eli Lilly, Forteo, Fresenius Kabi, Katoven, Diprivan, Levomethionin, Naropin; Cilead, Letain, TAF, Grozol, new product; AMAG, Makena, Mallinckrodt, H.P. Acthar Gel; Orexigen, Constravite; Chula, Nuedexta; Pacara, Exparel; Sunovion Pharmaceuticals, Latuda, Aoptin, New Product; Takeda Pharmaceuticals, Dezilant, Oseni, Neiana, Kazano, Amitiza; Therapeutics MD, new product; Verciel, MACI
Number of accounts gained in 2016: 16
Details of accounts gained: Alesion, Strensiq; Chiesi, Cleviprex, Kendreal; CSL Behring, Berninett, Pacara, Exparel, Sunovion, new product; Therapeutics MD, new product; Verciel, MACI
Number of accounts lost: 9
Details of accounts lost: AstraZeneca, Symbicort, Pulmicort, Daliresp, PT-001, PT-003; Tudorza; Smith & Nephew, Sanofi, Regranex, Moxeza, Vigamox
Number of accounts resigned: 5
Details of accounts resigned: Amgen, Cotianar DTC, Repatha DTC, Syneron-Candela, UltraShape, Picoway; UCB Pharma, Neupro

FEATURED WORK

Description: To promote how essential Diprivan is to so many kinds of surgical procedures, Fresenius Kabi launched a print/digital campaign using dozens of wristbands to represent the thousands of procedures Diprivan helps patients through every day.
The Access Group
400 Connell Drive, 2nd Floor, Berkeley Heights, NJ 07922
theaccessgrp.com

Founded: 1998
Office locations in North America: Berkeley Heights, NJ; Boston, MA; Chicago, IL; Los Angeles, CA; New York, NY; San Diego, CA; San Francisco, CA
Senior management: Eric Bishea, CEO; Michael Webster, managing partner; Seth Gordon, managing partner; Leana Wood, managing partner; Kevin Barnett, managing partner
Recent executive hires: Jodi Ceberio, SVP, client services; Mike Mott, SVP, business development; Dana Regan, SVP, client services; Faruk Abdullah, VP, strategic consulting; Kari Edwards, VP, strategic consulting
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, data science
2016 North American revenue: $40,000,000
North America billings, breakdown by media/source

<table>
<thead>
<tr>
<th>Breakdown</th>
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</thead>
<tbody>
<tr>
<td>Promotional medical education</td>
<td>10</td>
<td>90</td>
</tr>
<tr>
<td>Other</td>
<td>33</td>
<td>240</td>
</tr>
</tbody>
</table>

Number of accounts gained in 2016: 5
Number of accounts lost: 5

ApotheCom
800 Township Line Road, Suite 300, Yardley, PA 19067
apothe.com

Founded: 1995
Parent company: Huntsworth Health, 800 Township Line Road, Yardley, PA 19067
Office locations in North America: New York; San Francisco; San Diego; Yardley, PA
Senior management: Elaine Ferguson, global CEO; Beth McMahon-Wise, global CMO; Leslie Taylor, global chief digital officer; Paul Archer, global chief strategy officer; Matt Lewis, global practice lead; Ryan Taggart, global practice lead; Nathan White, global practice lead; Phil Wakefield, global therapy area lead; Alex Bernal, global therapy area lead; Rachel Hatfield, global therapy lead; Diya Lahiri, global portfolio lead; David Gibson, global scientific lead
Recent executive hires: Paul Archer, global chief strategy officer, previously at 90Ten; Phil Wakefield, global therapy lead, previously at WPP; Diya Lahiri, global portfolio lead, previously at inVentiv Health; Nathan White, global practice lead, previously at eMAX Health; Alex Bernal, global therapy lead, previously at Bristol-Myers Squibb
Capabilities/services offered: Med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science
North America billings, breakdown by media/source

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<td>30</td>
<td>70</td>
</tr>
<tr>
<td>Other</td>
<td>33</td>
<td>240</td>
</tr>
</tbody>
</table>

Number of accounts gained in 2016: 33
Number of accounts lost: 1

Area 23
622 Third Avenue, 3rd Floor, New York, NY 10017
area23hc.com

Founded: 2007
Parent company: FCB Health, 100 West 33rd St., 5th Floor, New York, NY 10001
Senior management: Renee Mellass, EVP and managing director; Tim Hawkey, EVP, managing director, and executive creative director
Recent executive hires: Jason Graff, formerly SVP and group creative director, Publicis Kaplan Thaler; Rich Norman, formerly SVP and group strategic planning director, Publicis Life Brands Medicus; Lauren Livingston, SVP and management director and Rob Brady, SVP and management director, both from Sudler & Hennessey
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science
North America billings, breakdown by media/source

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<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Sales materials</td>
<td>24</td>
<td>106</td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>38</td>
<td>90</td>
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<tr>
<td>Professional print ads</td>
<td>12</td>
<td>50</td>
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<tr>
<td>Consumer digital/web/mobile</td>
<td>18</td>
<td>40</td>
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<tr>
<td>Consumer print ads</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>3</td>
<td>10</td>
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<tr>
<td>Other</td>
<td>3</td>
<td>10</td>
</tr>
</tbody>
</table>

Current healthcare/pharma accounts: Astellas; Avanir; Bayer; Beiersdorf; Boehringer Ingelheim/Lilly; Daiichi Sankyo; Eurpool; Genentech; Gilead; GSK; Hycor; Indivior; Inamed; Janssen/GSK; Lilly; Synergy; ViV
Number of accounts gained in 2016: 6
Details of accounts gained: Astellas, one new product AOR assignment; Avanir, one new product AOR assignment; Beiersdorf, two new product AOR assignments; Eagle Pharmaceuticals, one new product AOR assignment; Hycor, one new product AOR assignment; ViV, one new product AOR assignment

mhm-online.com JULY 2017 MMM 191
Arnold Health
205 Hudson St., New York, NY 10013
arn.com
Founded: 2015
Parent company: Havas Health & You, 200 Madison Avenue, New York, NY 10016
Senior management: Richard Marshall, managing director; Sung Rno, chief creative officer
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, digital (a separate practice within the agency or expertise is diffused throughout), public health/nonprofit/NGO
AOR clients: 4 (2016)
Number of accounts gained in 2016: 2

Arteric
475 Springfield Ave., Suite 302-310, Summit, NJ 07901
arteric.com
Founded: 1999
Senior management: Hans Kaspersetz, president and founder; Michael Horn, CEO; Allie Gaddy, VP and cofounder; Sean Carr, VP, account director; Ross O’Shea, creative director; Jon Fisher, director of technology; Heather Eckhaus, group account director; Leslie Kramer, program manager; Lloyd McGarrigal, software development manager
Recent executive hires: Heather Eckhaus, group account director, who joined Arteric from DigitasLBI U.S., where she was a VP, account director
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO

Avant Healthcare
630 W. Carmel Drive, Suite 200, Carmel, IN 46032
avanthc.com
Founded: 1994
Parent company: DWA Healthcare Communications Group, 630 W. Carmel Drive, Suite 200, Carmel, IN 46032
Office locations in North America: Headquarters, Carmel, IN; local teams in Illinois, New Jersey, New York, and Pennsylvania
Senior management: Deborah Wood, CEO and owner; Leo Francis, chief medical officer; Rob Spalding, chief customer and innovation officer; Eric Tinsley, chief information officer; Kevin Hanni, CFO; Kathleen Barrett, president; Leslie Doane, SVp of human resources; Trina Stomee, MSN, SVP; Patrick Kelley, EVP, creative services; Todd Wright, EVP, Sarah Kenny, VP, Nikki Snodgrass, VP, operations; Becky Crumley, VP, Rod Julian, VP; Lee Altenburg, VP, analytics
Recent executive hires: Lee Altenburg, VP, analytics, previously with 2S Associates
Capabilities/services offered: Relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout)
### Beacon Healthcare Communications

135 Route 202/206, Suite 1, Bedminster, NJ 07921
beaconhc.com

- **Founded:** 2001

#### Full-time employees: 75 (2016), 75 (2015)

#### Senior management:
- John Puglisi, president;
- Tim Millas, managing partner and chief creative officer;
- Larry Lannino, GM;
- Adrienne Lee, chief strategic officer;
- Bill Werbaneth, executive creative director;
- Jon Logue, chief administrative officer

#### Recent executive hires:
- Bill Werbaneth, executive creative director, previously at ghg;
- Jon Logue, chief administrative officer, previously at Ogilvy CommonHealth

#### Capabilities/services offered:
- Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, public health/nonprofit/NGO, data science

### Benchworks

954 High St., Chestertown, MD 21620
benchworks.com

- **Founded:** 1991

#### Full-time employees: 45 (2016), 36 (2015)

#### Senior management:
- Thad L. Bench, CEO;
- Melissa Johnston, president;
- Emil Andrusko, SVP;
- Chris Meyer, VP, strategic accounts;
- Sally Reed, VP, digital;
- Brenda Vujanic, EVP, pharmaceutical;
- Jake King, VP, group creative director;
- Jeffrey Nuse, director of financial operations

#### Recent executive hires:
- Jake King, VP, group creative director, previously at CorasCloud and Wunderman DC;
- Jeffrey Nuse, director of financial operations, previously at Life Science Products

#### Capabilities/services offered:
- Professional (marketplace/sales), consumer (Rx), relationship marketing/direct, med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, data science

#### 2016 North American revenue: $11,045,780

<table>
<thead>
<tr>
<th>North America billings, breakdown by media/source</th>
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</thead>
<tbody>
<tr>
<td>2016 sales materials</td>
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<tr>
<td>2016 professional digital/web/mobile</td>
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<tr>
<td>2016 professional print ads</td>
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<tr>
<td>2016 consumer digital/web/mobile</td>
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<tr>
<td>2016 consumer print ads</td>
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<tr>
<td>2016 consumer broadcast</td>
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<tr>
<td>2016 data science</td>
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<tr>
<td>2016 other</td>
</tr>
</tbody>
</table>


#### Current healthcare/pharma accounts:
- Allergan, Restasis rEVO, Advatis, Ferring, Zomaxon, Hema Biologics, Sevenfact USWM, Xadago, Lofexidine: Apokyn

#### Number of accounts gained in 2016: 3

#### Details of accounts gained: USWM, Xadago: Lofexidine: Apokyn

#### Number of accounts lost: 1

#### Details of accounts lost: Daiichi Sankyo
Biolumina
75 Varick St., 10th Floor, New York, NY 10013

Founded: 2008

Parent company: Omnicom Group, 437 Madison Ave, #2, New York, NY 10022

Senior management: Kirsten Kantak, president; Laura MacSwan, EVP, director of client services and integrated marketing; Brenda Aske, EVP, creative strategist; Mark Friedman, EVP, chief creative officer; Gerry McLaughlin, EVP, executive creative director; Valerie Wagner, EVP, associate creative director, art

Recent executive hires: Gerry McLaughlin, EVP, executive creative director, previously at H4B Catapult; Valerie Wagner, EVP, associate creative director, art, previously at Harrison & Star

Capabilities/services offered: Professional (marketplace/sales), medical (on-label, non-CME type), digital (it’s a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access

North America billings, breakdown by media/source

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<tbody>
<tr>
<td>2016 sales materials</td>
<td>15</td>
<td>20</td>
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<tr>
<td>2016 professional digital/web/mobile</td>
<td>35</td>
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<td>2016 professional print ads</td>
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<td></td>
<td>20</td>
<td>2</td>
</tr>
<tr>
<td>2016 consumer digital/web/mobile</td>
<td>5</td>
<td></td>
<td>2</td>
<td>7</td>
</tr>
</tbody>
</table>


Current healthcare/pharma accounts: Acorda: payer projects; Plurimias Allergan: Viyalar; AstraZeneca: Benralizumab; Brilinta payer; Brilinta HCP; Byduenon
FEATURED WORK
Description: HAP Innovations is a consumer health technology company that developed a unique pill-dispensing device. It’s innovative tech that promotes increased connectivity. By giving it a person’s name, Spencer, and face, and linking doctor, pharmacist, carer, and user, it helps the elderly and others on multiple medications adhere to therapy, be optimistic, and manage their health successfully at home.

Butler/Till Health Group
1565 Jefferson Road, Building 200, Suite 280, Rochester, NY 14623
Butleriill.com
Founded: 1998
Full-time employees: 110 (2016), 100 (2015)
Office locations in North America: Rochester, NY; Morristown, NJ; San Francisco, CA
Senior management: Kimberly Jones, president; Peter Infante, chief strategy officer; Melissa Palmer, CFO and COO; Keith Betz, VP, client services; Stacey Barlow, VP, media; Mike Dellaporta, VP, technology and operations; Amanda DeVito, VP, engagement
Recent executive hires: Stacey Barlow, VP, media, previously was VP and partner, integrated investment with Universal McCann
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

2016 North American revenue: $16,931,086


Current healthcare/pharma accounts: Aclasis Therapeutics; Bausch + Lomb, Stellaris Elite Anterior, Stellaris Elite Posterior, Triulgin, Crystalens, enVista, Ilet, Clarisert, Biotune, ONEWay, Biotune Solution, ULTRA, Speciality Vision Products, Victus, Stor, Sotheo XP, Celgene, Orezla, Excitus Blue Cross/Blue Shield, Ferring, Cervidil, Euflaxa, Prepopik, Zomacont, Ironwood Pharmaceuticals; Grunenthal, Intac; Hologic, Affirm Prone, Brevera, 3Dimensions, Genius, MyoSure, Novabure, Aptima, Pharming Therapeutics, Ruconest, Salix, Cycloset, Xifaxan HE, Xifaxan IBS-D, Relistor, Valeant, CeraVe, Arestin

Number of accounts gained in 2016: 23
Number of accounts lost: 8
Number of accounts resigned: 1

2016 other: 10

North America billings, breakdown by media/source

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<tr>
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<th>2015</th>
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</thead>
<tbody>
<tr>
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<tr>
<td>Consumer digital/web/mobile</td>
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<td></td>
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<tr>
<td>Other</td>
<td>10</td>
<td></td>
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</tbody>
</table>


Current healthcare/pharma accounts: Achillion, disease education; Amicus, disease education; AstraZeneca, Byetta, Bydureon, Farxiga, Onglyza, Sage, disease education; Celgene, corporate; Abbvie, clinical trials; AmeriHealth Careant, corporate; QSK, open innovation; Otsuka, clinical trials; Dendreon, Provenge, Provence; Bayer, medical affairs; Abbott, corporate, Mitraclip, BMS, Empliciti, Sprycel

Cadient Group
72 E. Swedesford Rd., Malvern, PA 19355
cadient.com
Founded: 2002
Parent company: Cognizant, 500 Frank W. Burr Blvd., Teaneck, NJ 07666
Office locations in North America: Malvern, PA; Philadelphia, PA; Santa Monica, CA
Senior management: Charles Walker, president and COO; Will Reese, president and chief innovation officer; Maria Swayne, VP, global operations; Chris Mycek, chief customer officer; Bryan Hill, chief technology officer; Bob Holloway, VP, strategy
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

2016 professional digital/web/mobile: 45
2016 consumer digital/web/mobile: 45
2016 other: 10

North America billings, breakdown by media/source

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Current healthcare/pharma accounts: Achillion, disease education; Amicus, disease education; AstraZeneca, Byetta, Bydureon, Farxiga, Onglyza, Sage, disease education; Celgene, corporate; Abbvie, clinical trials; AmeriHealth Careant, corporate; QSK, open innovation; Otsuka, clinical trials; Dendreon, Provenge, Provence; Bayer, medical affairs; Abbott, corporate, Mitraclip, BMS, Empliciti, Sprycel
**Calcium**

The Curtis Center, Suite 250-S, Independence Square West, Philadelphia, PA 19106

CalciumUSA.com

**Founded:** 2012

**Full-time employees:** 70 (2016), 65 (2015)

**Office locations in North America:** New York City, Philadelphia, San Francisco

**Senior management:**

Steven Michaelson, founder, CEO; Judy Capano, managing partner, CCO; Steve Hamburg, managing partner, chief creative officer; Garth McCallum-Keeler, managing partner, chief strategy officer; Melissa Morrow, partner, director of client services; Don Feiler, partner, chief digital officer; Jim Hunter, chief financial officer

**Recent executive hires:**

Melissa Morrow, partner, director of client services (from Area 23); Debra Young, SVP, creative director, copy (from Reality Rx); Steve Dimeo, SVP, creative director, copy (from Evolve); Kelli Gibbs, SVP, management director (from Guidemark Health); Scott Sager, SVP, creative director, art (from freelance, Rosetta); Dana Mento, VP, group account director (from Everyday Health); Andrew Golin, VP, management supervisor (from Saatchi & Saatchi Wellness); Jessica Ward, VP, creative director, copy (from Giant Creative Strategy); Glenn Stevens, VP, creative director, art (from VisualG)

**Capabilities/services offered:**

Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

**North America billings,** breakdown by media/source

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<tbody>
<tr>
<td>2016 sales materials</td>
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<tr>
<td>2016 professional digital/web/mobile</td>
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<tr>
<td>2016 consumer digital/web/mobile</td>
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<td>2016 consumer print ads</td>
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<tr>
<td>2016 promotional medical education</td>
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<td></td>
</tr>
<tr>
<td>2016 direct marketing</td>
<td>10</td>
<td></td>
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<tr>
<td>2016 data science</td>
<td>10</td>
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</tr>
</tbody>
</table>

**AOR clients:** 16 (2016), 30 (2015)

**Project-based clients:** 2 (2016)

**Current healthcare/pharma accounts:**

United Therapeutics, Orenitram HCP; Orenitram Patient, Tyvaso, United Therapeutics Portfolio; Horizon Pharma, Duexis, Vimovo, Pennsaid 2%; Bristol-Myers Squibb, Orecnia, Strongbridge Biopharma, Keveyis, COR-003; Sun, MyChoice; Spectrum Pharmaceuticals, Evomela, Marqibo; Genentech, XBO, Transplant, Love Your Colon; Interleukin Genetics, Ilustra, BioTel, MCOT Patch; Boston Biomedical, Pipeline Products; Eggland’s Best, Eggland’s Best eggs; Kamedis, Kamedis Dandruff Treatment; Windtree, Pipeline

**Number of accounts gained in 2016:** 6

**Details of accounts gained:**

Achillion, disease education; Amicus, disease education; Sage, disease education; Celgene, corporate; Abbvie, clinical trials; AstraZeneca, Bydureon

**Number of accounts lost:** 1

**Details of accounts lost:**

Merz (Xeomin)

**Number of accounts resigned:** 1

**Details of accounts resigned:** Vigilant BioSciences (OncAlert)

---

**Cambridge BioMarketing**

245 First St., 12th Floor, Cambridge, MA 02142
cambridgebmg.com

**Founded:** 2001

**Parent company:** Everyday Health, 345 Hudson St., 16th Floor, New York, NY 10014

**Full-time employees:** 110 (2016), 120 (2015)

**Office locations in North America:** Cambridge, MA; Oakland, CA

**Senior management:**

Maureen Franco, CEO; Mike Hodgson, CCO; Shauna Horvath, director of strategic planning; John Skola, director of digital strategy; Heather McCann, head of human resources; Alisa Shakarian, creative director, art; Sam Falsetti, head of medical strategy and product innovation; Alyse Sukalski, managing director, CB West; Prescott Taylor, head of finance; Ann Cave, head of client services

**Recent executive hires:**

Prescott Taylor, head of finance, former SVP, director of finance, Feinstein Kean Healthcare; Alyse Sukalski, managing director of CB West, formerly VP and partner at Giant; Ann Cave, head of client services, formerly SVP, Cramer

**Capabilities/services offered:**

Professional (marketplace/sales), consumer (Rx), relationship marketing/direct, med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

**2016 North American revenue:** $24,000,000

**North America billings,** breakdown by media/source

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<th>2015</th>
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<td>2016 sales materials</td>
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<td>2016 professional digital/web/mobile</td>
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<td>2016 promotional medical education</td>
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<td>2016 direct marketing</td>
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</table>

**AOR clients:** 9 (2016), 15 (2015)

**Project-based clients:** 6 (2016)

**Current healthcare/pharma accounts:**

Aegerion, Myalept, Juxtapid; Alceo, volansorsen; Alexia; Badshah; Alexion, Strensin; Kamusa; eculizumab; BioMarin, Kuvan, Vinzamir; Daiichi-Sankyo; Quizzartinib; Pexadartinib; Horizon, Ravicti; Intercept, Ocaliva; La Jolla; LIPO-501; Prometic; NCT02690714; Retrophin, Thiola, Cholbam; Spark, SPK-RPFF65; UniQure, franchise work; Versartis, Somavaratan

**Number of accounts gained in 2016:** 7

**Details of accounts gained:**

Versartis; La Jolla; Daiichi; UniQure; Prometic; CF Foundation, corporate work

**Number of accounts lost:** 2

**Details of accounts lost:**

Zafgen, Beloranib; Taro Pharmaceuticals, Keveyis
Carling Communications

2550 5th Avenue, Suite 150, San Diego, CA 92103
carlingcom.com

Founded: 2010


Senior management: Didier Diorcar, principal, CEO; Randy Adams, EVP, client strategy; Lisa Pecora, EVP, CFO; Sherri Wilkins, chief creative officer

Recent executive hires: Jennifer Redmond, SVP, medical strategy; Ellen Schneider, VP, editorial and corporate communications

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout)

2016 North American revenue: $13,000,000

North America billings, breakdown by media/source

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<td>2016 promotional medical education</td>
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<tr>
<td>2016 other</td>
<td>14</td>
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Current healthcare/pharma accounts: Bausch + Lomb, Lotemax, Prolensa, Zylet, Access, Macugen, Merz Pharmaceuticals, Radiesse, Belotero; Thrombo-Genics, Jetrea; Santen, Corporate, Otezla, Valzant, Cycloset, Onexon, Fluokyn, Solodyn, Retin-A-Micro, Jublia, Elidel, Addyi, Charleston Labs, disease education; Dermira, Cimzia, Nautico, Zohydro, Roche (global), Ocrevus, Acerus, Nateto; Alcon/Novartis, dry eye; Retinal Sciences, Macutene; Orexigen

Number of accounts gained in 2016: 7

Details of accounts gained: Alcon/Novartis, dry eye; Charleston Labs, disease education (OIN); Dermira, Cimzia, Orexigen; Pernix, Zohydro, Roche (global), Ocrevus; Acerus; Nateto

Number of accounts lost: 1

Details of accounts lost: Omeros

CDM

220 East 42nd St., 11th Floor, New York, NY 10017
cdmagencies.com

Founded: 1984

Parent company: Omnicom Health Group, 200 Varick St., 2nd Floor, New York, NY 10014


Senior management: Kyle Barich, CEO, CDM; Chris Palmer, president, CDM New York; Eric Berkeley, managing partner, director of global operations; Lisa Barbusci, managing director, CDM Montreal; Phil Bartlett, managing director, CDM London; Eric Romoli, president, CDM Paris; Miguel Almirall, managing director, CDM Barcelona; Adam Weiss, managing director, CDM Tokyo; Mark De Szentmiklosy, president CDM São Paulo

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, public health/nonprofit, NGO, data science

2016 North American revenue: $21,600,534

North America billings, breakdown by media/source

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Current healthcare/pharma accounts: Churchil, Yonsa, BMS, Kenalog, Azac- tam, Coumadan, Miraxix, Novartis, Ribocil, corporate oncology, ophthalmology; Sandof/Rigeneron, Dupilimab; EMD Serono/Merck KGaA, Tevogen, new product; Allergan, reimbursement portal, Eyecare, Nanazaric; Leo Pharma, Ensitilar; Mission Pharmacal, Citratal, SAV Organization; Repose Therapeutics, Encyrix; Ipsen, Dysport; Genentech, Rituxan, Actemra; Bayer, Xeljigo, Celgene, Revlimid, DSI, managed markets training; Genomic Health, Oncoyte Dx Breast; Origin, wound therapy

Number of accounts gained in 2016: 14

Details of accounts gained: Churchil, Yonsa, BMS, Kenalog, Azactam, Couma-
CMI/Compas

2200 Renaissance Blvd., Suite 160, King of Prussia, PA 19406
cmicompas.com

Founded: 1989

Parent company: WPP, 27 Farm St., London, U.K. W1J 5RJ


Office locations in North America: King of Prussia, PA; Philadelphia, PA; New York, NY; Cherry Hill, NJ; Chapel Hill, NC; Chicago, IL

Senior management: Stan Woodland, CEO; Susan Dorfman, chief commercial officer; James Woodland, chief operations officer; John Donovan, CFO; Nancy Logue, VP, human resources; Nicole Woodland-De Van, SVP, buying services and deliverables; Becky Frederick, EVP, managing director; Eugene Lee, EVP, managing director; Gia Mauriello, EVP, commercial excellence

Recent executive hires: Mark Means, VP, media (Starcom); Misty Nail, VP, media (Novartis); James McCann, SVP, development and data management; Paul Kalukaran, EVP, audience insights and performance analytics (Merck); Martha Peterson, SVP, media (Novo Nordisk); Lisa Czerwionka, VP, media, Chicago office; Mark Pappas, VP, SEM (Delphic Digital)

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

2016 North American revenue: $38,500,000

Concentric Health Experience

330 Hudson St., 5th Floor, New York, NY 10013
concentrichx.com

Founded: 2002

Parent company: MDC Partners, 745 5th Avenue, 19th Floor, New York, NY 10151


Office locations in North America: New York, with satellite service offices in Los Angeles and Toronto

Senior management: Ken Begasse, CEO, Michael Sanzen, CCO; Roseann Roccaro, CFO; Robin Roberts, GM; Adam Cohen, executive creative director; Fred Petito, managing director, CHI; Simon Pickup, managing director, London

Recent executive hires: Fred Petito, managing director, CHI; Tracey O’Brien, EVP, managing director; Latesha Williams-Flynn, EVP, client service director; Robin Roberts, GM; Simon Pickup, managing director, London; Roseann Roccaro, CFO

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

2016 North American revenue: $38,500,000

Closerlook

212 W. Superior St., Suite 300, Chicago, IL 60654
closerlook.com

Founded: 1987


Senior management: David Ormesher, founder and CEO; Jon Sawyer, president and CCO; Ryan Mason, chief creative officer; Michael Tapson, chief technology officer; Greg Silich, CFO, Allison Davis, chief client officer

Recent executive hires: Greg Silich, CFO, QUEsocial

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, data science

2016 North American revenue: $77,212,000


Project-based clients: 2 (2016)

Current healthcare/pharma accounts: Abbott, AbbVie, Ariad, Astellas, Astrazeneca, Bayer, Healthcare Pharmaceuticals, Biogen, Boehringer Ingelheim, Boston Scientific; Celgene, El Lilly, Ferring, Fresenius, Genentech, Gilead, GlaxoSmithKline, Intercept, Johnson & Johnson, Mallinckrodt Pharmaceuticals, Novartis/Alcon, Otsuka America Pharmaceutical, Pharmacyclics, Sanofi, SanoPharm, Takeda

Number of accounts gained in 2016: 6

Details of accounts gained: Ariad, Boston Scientific, Ferring, Fresenius, Gilead, Intercept

Number of accounts lost: 1

Details of accounts lost: Cubist

Number of accounts resigned: 1

Details of accounts resigned: Eisai
North America billings, breakdown by media/source

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Current healthcare/pharma accounts: Allergan, Semprana Migraine; Querbet, Dotarem; Otsuka/Lundbeck, Brexpiprazole Global, Brexpiprazole U.S.; Rousez Point, corporate; Novartis, Taftiar/Meknir, Sunovion, Browna, Browna managed care, Lonhala Magnair, Xtampza ER, respiratory franchise; Ferrin, reproductive health franchise; Bayer, Shirega, Nexavar, Sun Pharmaceuticals, Elepsia; American Migraine Foundation, disease awareness; Novartis, Rydapt; Novartis, Sandosta-tin, Signifor LAR; Sunovion, Seebrt, Uthbron, Acropta, Uthbron Managed Markets, Lonhala Magnair Managed Markets; Sandoz, Omnitrope, Sage Rx, SAGE-547; Bayer, Cubria Global, Cubria U.S.; Janssen, Oncology Global, Emmaus, PGLG; LivaNova, CNS Franchise; Allergan, ubrogepant; Aerie, netarsudil; Aerie, roclatan; Sun Pharmaceuticals, Synalgos-DC

Number of accounts gained in 2016: 16
Details of accounts gained: American Migraine Foundation, disease awareness; Novartis, Rydapt; Novartis, Sandosta-tin, Signifor LAR; Sunovion, Seebrt; Uthbron, Acropta, Uthbron Managed Markets, Lonhala Magnair Managed Markets; Sandoz, Omnitrope, Sage Rx, SAGE-547, SAGE-547, Bayer, CUBREIA Global, CUBREIA U.S.; Janssen, Oncology Global; Emmaus, PGLG; LivaNova, CNS Franchise; Allergan, ubrogepant; Aerie, netarsudil; Aerie, roclatan; Sun Pharmaceuticals, Synalgos-DC

Create NYC
180 Varick Street, Suite 212, New York, NY 10014
create NYC.com


Senior management: Natalie McDonald, president; Lauren Wemore, director of account services; Katie Sutherland, director of new business strategy; Maria Perez, director of operations; Christen Ruble, director of creative operations; Sue Cohen, CFO

Recent executive hires: Katie Sutherland, director of new business strategy

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), relationship marketing/direct, digital (it’s a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, public health/nonprofit/NGO

2016 North American revenue: $12,269,717
North America billings, breakdown by media/source

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Total number of clients: 200 Varick St., 3rd Floor, New York, NY 10014
Findus health.com

Founded: 2016
Parent company: Omnicom Health Group, 200 Varick St., 2nd Floor, New York, NY 10014

Full-time employees: 171 (2016)
Office locations in North America: New York, NY; San Francisco, CA

Senior management: Jennie Fishette, president; Josh Prince, CEO; Michael Schreiber, executive creative director

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), relationship marketing/direct, digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, data science

North America billings, breakdown by media/source

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Number of accounts gained in 2016: 3
Details of accounts gained: OPKO, Amgen, Boehringer Ingelheim

AOR clients: 23 (2016)
Project-based clients: 3 (2016)

Current healthcare/pharma accounts: Celgene, Amgen, Novartis, Incyte, Ironwood Pharmaceuticals, Rhodes Pharmaceuticals, Genentech, Rhodes, Boehringer Ingelheim, Clovis Oncology, Daiichi Sankyo, OPKO Health, Avanir Pharmaceuticals, Pfizer, Acceleron

Number of accounts resigned: 1
FEATURED WORK
Description: With the Zurampic launch campaign, we are not only promoting a new drug, but also a new understanding of how gout works. Zurampic addresses inefficient renal excretion of uric acid, a critical mechanism leading to elevated serum uric acid levels for many patients with gout. The Kidney Road imagery clearly indicates how and where this drug works, highlighting the renal excretion pathway that physicians can now access. This campaign execution includes print ads, banner ads, a website, rep-delivered iDetail, promotional animation, and convention booth design.

DevicePharm
2100 Main St., Suite 250, Irvine, CA 92614
DevicePharm.com
Founded: 2002
Office locations in North America: Austin, TX; Irvine, CA; Minneapolis, MN
Senior management: Clay Wilemon, CEO and chief strategy officer; Jon Herme, president; Katherine Wiseman, SVP; Joseph Banuelos, VP and creative director; Brian Famigletti, VP and GM, Minnesota; Amber Chao, VP; Christine Horton, VP
Recent executive hires: Christine Horton, VP
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), relationship marketing/direct, media planning and buying (consumer or professional), medical (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech
2016 North American revenue: $18,900,000
North America billings, breakdown by media/source
2016 sales materials  20
2016 professional digital/web/mobile  25
2016 professional print ads  10
2016 consumer digital/web/mobile  20
2016 consumer print ads  5
2016 promotional medical education  10
2016 direct marketing  10
Current healthcare/pharma accounts: Bausch + Lomb, Glaukos, ReShape Medical, Smiths Medical, Baxter
Number of accounts gained in 2016: 8
Details of accounts gained: Smiths Medical in Minnesota, Smith + Nephew/Syncera 7D Surgical

FEATURED WORK
Description: The iStent micro-invasive glaucoma procedure from Glaukos enables physicians to make a once-in-a-lifetime difference for their cataract patients with glaucoma. The campaign highlights this opportunity by tying together the opening of the iStent with an artistic rendition of a cataract lens.

DiD Agency
201 S. Maple Avenue, Suite 200, Ambler, PA 19002
didayagency.com
Founded: 2004
Full-time employees: 120 (2016), 113 (2015)
Office locations in North America: Ambler, PA; Philadelphia, PA; Healdsburg, CA
Senior management: Rick Sannem, partner; Peter Kenney, partner; Patty Henhoeffer, SVP, managing director; Elyse Cole, VP, strategy and strategic services; Bill Fay, VP, strategic client partnerships; Abby Galar-di, VP, creative services; Michael Golub, managing director, FACP, medical and scientific imagineering; Nicole Landau, VP, finance; Jennifer Threlfall, VP, strategic client partnerships
Recent executive hires: Karen Young-Levi, group account director, formerly BreastCancer.org, Digitas Health, Grey
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech
2016 North American revenue: $20,000,000
North America billings, breakdown by media/source
2016 sales materials  4,000,000
2016 professional digital/web/mobile  4,000,000
2016 professional print ads  1,000,000
2016 consumer digital/web/mobile  4,000,000
2016 consumer print ads  1,000,000
2016 consumer broadcast  1,000,000
2016 promotional medical education  2,000,000
2016 other  3,000,000

Bundled payment models like Comprehensive Care for Joint Replacement (CJR) are forcing hospitals and surgeons to find new ways to reduce total joint replacement costs without sacrificing patient care. Syncera’s Adapt campaign grabs the target audience’s attention to learn about how Syncera’s Episode of Care Solutions deliver immediate and sustainable reductions in total joint replacement costs.
**Current healthcare/pharma accounts:** Dr. Reddy’s, OTC portfolio; J&J Consumer; Tylenol, Motrin; Ethicon, Harmonic, Echelon; Adapt Pharma; Narcan nasal spray; OraPharma; Arestin, NeutraSal, Ossix; Galen Pharmaceuticals; Synera; Carma Labs; Carmex; Convatec; wound and skin; Hologic; Ob/Gyn device; Janssen, Invega; Upsher Smith; Bausch + Lomb; Lerea/Lenza Care; Atrium, homeopathic; Salix; Xifaxan; OptiNose; Prestige, women’s health; Neuronetics, NeuroStar; Wellspring, OTC portfolio; InFest, pediatric portfolio; Human Performance Institute

**Number of accounts gained in 2016:** 7  
**Details of accounts gained:** Neuronetics, Dr. Reddy, ConvaTec, Janssen, Human Performance Institute, Salix, OptiNose

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**Discovery Worldwide**  
180 N. LaSalle St., Suite 1500, Chicago, IL 60601  
discoveryworldwide.com

**Founded:** 1987  
**Parent company:** Publicis Health, 1 Penn Plaza, 5th Floor, New York, NY 10119

**Full-time employees:** 175 (2016), 175 (2015)  
**Office locations in North America:** Chicago, IL; Philadelphia, PA

**Senior management:** Donald Young, group managing director; Josh Tumelty, SVP, creative director; Jonathan Solinsky, VP, group director of project management and digital; Wolf Gallwitz, chief scientific officer; Chris Schu, VP, finance director; Robin Corralez, human resources director; April Meijer, SVP, advocacy

**Recent executive hires:** Matt Silver, SVP, strategy, analytics and engagement

**Capabilities/services offered:** Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health tech startups or innovative tech, public health/nonprofit/NGO, data science

**AOR clients:** 18 (2016), 15 (2015)  
**Project-based clients:** 8 (2016), 4 (2015)  
**Number of accounts gained in 2016:** 7  
**Number of accounts lost:** 3  
**Number of accounts resigned:** 1

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**Dudnyk**  
5 Walnut Grove Drive, Suite 300, Horsham, PA 19044  
dudnyk.com

**Founded:** 1993  
**Full-time employees:** 86 (2016), 65 (2015)  
**Senior management:** Christopher Tobias, president; Laurie Bartolomeo, EVP, creative director; John Kemble, EVP, creative director; Drew Desjardins, EVP, chief strategy officer; Annemarie Armstrong, EVP, director of client services

**Recent executive hires:** Annemarie Armstrong, EVP, director of client services, formerly Merkle VP, client partner, health practice; Publicis Healthcare Communications, SVP, marketing, global integrated agency team leader

**Capabilities/services offered:** Professional (marketplace/sales), consumer (Rx), relationship marketing/direct, digital (a separate practice within the agency or expertise is diffused throughout)
**Elevate Healthcare**

930 Harvest Drive, Suite 430, Blue Bell, PA 19422
elevateHC.com

**Founded:** 2015

**Full-time employees:** 11 (2016), 2 (2015)

**Senior management:** Lorna Weir, managing partner; Frank X. Powers, managing partner; Barry Schmader, chief creative officer

**Recent executive hires:** Kathleen Nelson, chief scientific officer, previously with Vox Medica; Lisa Tamborello, executive director, human resources and workplace operations, previously with Calcium

**Capabilities/services offered:** Professional (marketplace/sales), relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), public health/nonprofit/NGO, data science

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<th>North America billings, breakdown by media/source</th>
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<td>2016 professional digital/web/mobile</td>
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**AOR clients:** 12 (2016), 15 (2015)

**Project-based clients:** 1 (2016), 2 (2015)

**Current healthcare/pharma accounts:** Merck, Sivextro; Jazz Pharmaceuticals, Erwinaze, Defitelio, product in development; Sunovion, product in development; Sun Ophthalmics, Bromiate, 2 products in development; Flexion Therapeutics, product in development; Alnylam Pharmaceuticals, product in development; Shire, Cinryze, Frazyl, franchise branding

**Number of accounts gained in 2016:** 6

**Details of accounts gained:** Shire, Frazyl, Kalbito, franchise branding; Jazz Pharmaceuticals, product in development; Sun Ophthalmics, product in development; Alnylam Pharmaceuticals, product in development

**Number of accounts lost:** 2

**Details of accounts lost:** Lundbeck, Northern, Promius, Xeglyze

**Number of accounts resigned:** 2

**Details of accounts resigned:** Neuronetics, NeuroStar; Dentsply, Cavitron, NuCor

**Entriée Health**

200 Varick St., 2nd Floor, New York, NY 10014
tenreehealth.com

**Founded:** 1997

**Parent company:** Omnicom Group, 101 Avenue of the Americas, New York, NY 10022

**Full-time employees:** 80 (2016), 75 (2015)

**Senior management:** Andrew Gottfried, president; Nina Manasan Greenberg, managing partner and executive creative director; Dina Steinforth, SVP, client service director; Randi Baerson, SVP, client service director; Cora Meese, SVP, management supervisor; Edie Pargh, SVP, group creative director copy; Megan Hall, SVP, group creative director copy; Denise Dell’Olio, SVP, creative director, art; Jason Dineen, SVP, group creative director; Lori Wood, SVP, payer planning; Charlie Scammell, SVP, payer strategy

**Capabilities/services offered:** Digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access

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<tbody>
<tr>
<td>Project-based clients</td>
<td>4 (2016)</td>
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</tbody>
</table>

**Current healthcare/pharma accounts:** Acadia, AbbVie, Clovis Oncology, EMD Serono, Genentech, Pfizer, Sun Pharma, Novo Nordisk, DePuy Synthes, Teva, Merck, Egalet, UCB BD, Relypha, Regeneron, Takeda Oncology, Spark, Bayer

**Eveo**

1160 Battery St., Suite 275, San Francisco, CA 94111
eveo.com

**Founded:** 1999

**Office locations in North America:** San Francisco, New York

**Senior management:** Olivier Zitoun, CEO; Jim Norwood, CPO; Tom Tully, CTO; Alyssa Sargent, SVP and managing director; John Adelheim, SVP and managing director; Michelle Bornstein, director of client services; Angela Garvin, VP, project management

**Capabilities/services offered:** Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, digital (a
Evoke Health

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

Founded: 2006
Parent company: Evoke Group (a member of Huntsworth Health), 101 Avenue of the Americas, 14th Floor, New York, NY 10013
Office locations in North America: New York; Philadelphia; Chicago; Los Angeles
Senior management: Reid Connolly, founder and CEO; Heather Torak, COO; Tom Donnelly, president; Mike Dennelly, chief strategy officer
Recent executive hires: David Dunn, managing director, Evoke Health Los Angeles, previously at The APO Group and The Nitrogen Group; Dave Cohen, executive creative director, Evoke Health Philadelphia, previously at Grey; Scott Lewis, executive creative director, Evoke Health New York, previously at JWT
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, data science

Number of accounts gained in 2016: 10
Number of accounts lost: 1

Excitant Healthcare Advertising

1410 Meadowbrook Way, Woodstock, GA 30189
excitancethealthcare.com

Founded: 2001
Senior management: Mark Perlotto, president and CEO; Brian Allex, VP, creative director
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional); med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech

2016 North American revenue: $815,000
North America billings, breakdown by media/source

<table>
<thead>
<tr>
<th>2016 sales materials</th>
<th>30</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016 professional digital/web/mobile</td>
<td>20</td>
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<tr>
<td>2016 professional print ads</td>
<td>10</td>
</tr>
<tr>
<td>2016 consumer digital/web/mobile</td>
<td>10</td>
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<tr>
<td>2016 consumer print ads</td>
<td>10</td>
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<tr>
<td>2016 promotional medical education</td>
<td>10</td>
</tr>
<tr>
<td>2016 direct marketing</td>
<td>10</td>
</tr>
</tbody>
</table>

Current healthcare/pharma accounts: AstraZeneca, Symbicort

Excitant Healthcare Advertising

1410 Meadowbrook Way, Woodstock, GA 30189
excitancethealthcare.com

Founded: 2001
Senior management: Mark Perlotto, president and CEO; Brian Allex, VP, creative director
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech

2016 North American revenue: $815,000
North America billings, breakdown by media/source

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<td>2016 consumer digital/web/mobile</td>
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<td>2016 consumer print ads</td>
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<tr>
<td>2016 promotional medical education</td>
<td>10</td>
</tr>
<tr>
<td>2016 direct marketing</td>
<td>10</td>
</tr>
</tbody>
</table>
Current healthcare/pharma accounts: Kroon, Natavi; McKesson, Paragon; Prevention Pharmaceuticals, omx3 Professional Strength, omx3 Ultra-Pure, omx Pet Health; Sebela Pharmaceuticals; MicCort HC; Zoetis Diagnostics; 37 different diagnostic brands; Zoetis Reproductive Services, 2 brands; Zoetis Services, 2 brands
Number of accounts gained in 2016: 9
Details of accounts gained: Prevention Pharmaceuticals, omx Pet Health; MicCort North America; Aquasieve; Eldetonic; Mederma; Sebela Pharmaceuticals; Ridaura; Zoetis, PeopleFirst; ProfitSolver; Witness Lepto; Witness FFH
Number of accounts resigned: 2
Details of accounts resigned: Neolapharma, Levo-T

FCBCure
5 Sylvan Way, Parsippany, NJ 07054
FCBCure.com
Founded: 2015
Parent company: FCB Health Network, 100 W. 33rd St., New York, NY 10001
Senior management: Joe Soto, EVP and managing director; Steve Hebert, EVP and managing director; Ed Cowen, EVP, strategic planning director
Recent executive hires: Joe Soto, EVP and managing director, formerly EVP, account services at Saatchi & Saatchi Wellness; Steve Hebert, EVP and managing director, formerly EVP, creative director at Saatchi & Saatchi Wellness; Ed Cowen, EVP, strategic planning director, formerly chief strategy officer at Concentric
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science
Current healthcare/pharma accounts: GlaxoSmithKline, Gilead Sciences, Eli Lilly, Bayer, AstraZeneca, Allergan, AbbVie, Johnson & Johnson, Merck, Nestlé, Pfizer, Sanofi, Valeant Pharmaceuticals International

North America billings, breakdown by media/source
2016 sales materials 25
2016 professional digital/web/mobile 25
2016 professional print ads 15
2016 consumer digital/web/mobile 15
2016 consumer print ads 10
2016 consumer broadcast 5
2016 promotional medical education 5
Current healthcare/pharma accounts: Adapt Pharma, opioid reversal agent; Bayer, cardio/metabolic; Celgene, oncology; Daiichi Sankyo, cardiovascular; Allergan, women’s Health; Hopen, oncology; J&J, vision care; J&J, consumer oral care; Novo Nordisk, bleeding disorders; Merck, HIV, Vertex, cystic fibrosis; Abbott, point of care, global POC
Number of accounts gained in 2016: 2
Details of accounts gained: Novo Nordisk, bleeding disorders; Abbott, point of care, global point of care
Number of accounts lost: 2
Details of accounts lost: Amgen, oncology; Novartis, respiratory

FCB Health
100 W 33rd St., 7th Floor, New York, NY 10025
fcbhealthcare.com
Founded: 1873
Parent company: FCB, 100 W. 33rd, 5th Floor, New York, NY 10001
Senior management: Dana Maiman, CEO; Rich Levy, chief creative officer; Mike Guarino, chief strategy officer; Lisa Dujat, chief talent officer; Tom Kelly, CFO; Ken Beatty, chief analytics officer
Recent executive hires: Kim Barke, group creative director for oncology accounts, joined from Unified Oncology/WildType; Tammy Fischer, EVP; managing director, specialized agencies, joined from McCann Health North America
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science
Current healthcare/pharma accounts: Amgen, oncology; Novartis, respiratory; Adapt Pharma, opioid reversal agent; Bayer, cardio/metabolic; Celgene, oncology; Daiichi Sankyo, cardiovascular; Allergan, women’s Health; Hopen, oncology; J&J, vision care; J&J, consumer oral care; Novo Nordisk, bleeding disorders; Merck, HIV, Vertex, cystic fibrosis; Abbott, point of care, global POC
Number of accounts gained in 2016: 9
Details of accounts gained: Prevention Pharmaceuticals, omx Pet Health; MicCort North America; Aquasieve; Eldetonic; Mederma; Sebela Pharmaceuticals; Ridaura; Zoetis, PeopleFirst; ProfitSolver; Witness Lepto; Witness FFH
Number of accounts resigned: 2
Details of accounts resigned: Neolapharma, Levo-T

Fingerpaint
395 Broadway, Saratoga Springs, NY 12866
fingerpaintmarketing.com
Founded: 2008
Office locations in North America: Saratoga Springs, NY; Conshohocken, PA; Scottsdale, AZ; Columbus, OH
Senior management: Ed Mitzen, founder; Bill McEllen, GM and leader of Saratoga Springs office; Andy Pyfer, GM and leader of Conshohocken office; Michelle Olson, GM and leader of Scottsdale office; Bruce Roome, ideation, GM and leader of Ohio office; Kira Karlbourn, head of finance and operations
Recent executive hires: Travis Roone, strategy, previously associate director of innovation, GSW; Phil Storer, ideation, previously VP, director of innovation and technology, GSW; Stephanie McGee, creative, previously SVP, group creative director, Razorfish Health; Andrea Kretzmann, strategy, previously managing director; The Bloc; Michelle Bergquist, account service, previously account group supervisor, McCann Torre Lazarin
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science
Current healthcare/pharma accounts: Adapt Pharma, opioid reversal agent; Bayer, cardio/metabolic; Celgene, oncology; Daiichi Sankyo, cardiovascular; Allergan, women’s Health; Hopen, oncology; J&J, vision care; J&J, consumer oral care; Novo Nordisk, bleeding disorders; Merck, HIV, Vertex, cystic fibrosis; Abbott, point of care, global POC
Number of accounts gained in 2016: 2
Details of accounts gained: Novo Nordisk, bleeding disorders; Abbott, point of care, global point of care
Number of accounts lost: 2
Details of accounts lost: Amgen, oncology; Novartis, respiratory
planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, public health/nonprofit/NGO

2016 North American revenue: $29,750,705

North America billings, breakdown by media/source

<table>
<thead>
<tr>
<th>Media/source</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016 sales materials</td>
<td>2,082,550</td>
</tr>
<tr>
<td>2016 professional digital/web/mobile</td>
<td>13,387,817</td>
</tr>
<tr>
<td>2016 professional print ads</td>
<td>3,272,578</td>
</tr>
<tr>
<td>2016 consumer digital/web/mobile</td>
<td>2,975,070</td>
</tr>
<tr>
<td>2016 consumer print ads</td>
<td>2,082,550</td>
</tr>
<tr>
<td>2016 promotional medical education</td>
<td>1,190,028</td>
</tr>
<tr>
<td>2016 direct marketing</td>
<td>2,082,550</td>
</tr>
<tr>
<td>2016 public relations</td>
<td>1,190,028</td>
</tr>
<tr>
<td>2016 other</td>
<td>1,487,534</td>
</tr>
</tbody>
</table>


Current healthcare/pharma accounts: Alamo Pharmaceuticals, corporate brand; Alkermes, Aristada; Avadel; Celgene; Colorscience; corporate brand; CSL Behring; Eagle Pharmaceuticals; Ferrin Pharmaceuticals; Cervidi; Firmagon; Foundation for Embryonic Competence; GE Global Research; Glens Falls Hospital; Iroko Pharmaceuticals; Zorvolex, Tivorbex; Vivobex; MIL Therapeutics, corporate brand; Mission Pharmacal; Neurohabilitation; SI Group, corporate brand; SUN Pharmaceuticals, Ahsorica, Levulan, Ultravate; Eurax, Ximino, Xyrosa; Ohio State University Comprehensive Cancer Center – James Cancer Hospital, corporate brand

Number of accounts gained in 2016: 15
Details of accounts gained: Alamo Pharma Services, corporate brand; Alkermes, Aristada; Colorscience, corporate brand; Galera Therapeutics, corporate brand; IROKO Pharmaceuticals, Zorvolex, Tivorbex, Vivobex; James Cancer Center OSU, corporate brand; MIL Therapeutics, corporate brand; Otsuka Pharmaceutical, Nuedexta; Scilex Pharmaceuticals, ZTildy; SI Group, Corporate Brand; SUN Pharmaceuticals, Ahsorica, Levulan, Ultravate, Eurax, Ximino, Xyrosa

Details of accounts resigned: Naysy, Subsys, Egalet, Oxydo

bgi | greyhealth group

200 Fifth Avenue, 5th floor, New York, NY 10010
gbigroup.com

Founded: 1985

Parent Company: WPP, 100 Park Avenue, New York, NY 10017

Full-time employees: 600 (2016), 600 (2015)

Office locations in North America: New York, NY; Summit, NJ; Stamford, CT; Kansas City, MO; Cincinnati, OH

Senior management: Lynn O’Connor Vos, CEO; Erin Byrne, chief client officer; Gary Scheiner, EVP, chief creative officer; Nichole Daviau, EVP, head of strategy; John Dietz, EVP, managing partner; brand strategy; Barbara Blasso, president, IMsci; Wendy Balter, president, Phase Five; Bryan Archambault, managing partner and director of client services, Kansas City; Greg Lewis, EVP and managing partner, Summit, NJ; Seth Perlman, president, The Lathe

Recent executive hires: Gary Scheiner, EVP, chief creative officer, previously EVP and executive creative director, Arnold Worldwide

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media

Giant

1700 Montgomery, Suite 485, San Francisco, CA 94111
giantagency.com

Founded: 2002


Office locations in North America: San Francisco; Philadelphia

Senior management: Steven Gold, CEO; Adam Gelling, president, Jeff Nemy, CFO; Eric Steckelman, chief growth officer; Kristina Ellis, EVP and executive creative director; Christine Armstrong, EVP of brand experience; Amber Rogers, EVP and managing group director

Recent executive hires: Eric Steckelman, chief growth officer, previously with HealthLoop and Giant

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

2016 North American revenue: $36,000,000

North America billings, breakdown by media/source

<table>
<thead>
<tr>
<th>Media/source</th>
<th>2016</th>
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<tbody>
<tr>
<td>2016 sales materials</td>
<td>25</td>
</tr>
<tr>
<td>2016 professional digital/web/mobile</td>
<td>25</td>
</tr>
<tr>
<td>2016 professional print ads</td>
<td>5</td>
</tr>
<tr>
<td>2016 consumer digital/web/mobile</td>
<td>10</td>
</tr>
<tr>
<td>2016 promotional medical education</td>
<td>15</td>
</tr>
<tr>
<td>2016 direct marketing</td>
<td>20</td>
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Number of accounts gained in 2016: 5
Details of accounts gained: Genomic Health, GSK, Juno Therapeutics, Seattle Genetics, Veracyte

Greater Than One

395 Hudson St., 3rd Floor, New York, NY 10014
greaterthanone.com

Founded: 2001

Full-time employees: 100 (2016), 100 (2015)

Office locations in North America: New York, NY; San Francisco, CA

Senior management: Elizabeth Apelles, CEO; Amanda Powers-Han, director, client services; Pamela Pinta, chief account and strategic officer; Gregory Gross, executive creative director; Kieran Walsh, global director, client services

Capabilities/services offered: Media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science
expertise is diffused throughout), working with health-tech startups or innovative tech

**North America billings**, breakdown by media/source

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2016 Sales</th>
<th>2016 Professional</th>
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</thead>
<tbody>
<tr>
<td>Sales materials</td>
<td>57</td>
<td>professional digital/web/mobile</td>
</tr>
<tr>
<td>Professional print ads</td>
<td>29</td>
<td>professional print ads</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>3</td>
<td>Consumer digital/web/mobile</td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>3</td>
<td>Promotional medical education</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>2</td>
<td>Direct marketing</td>
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<tr>
<td>Public relations</td>
<td>1</td>
<td>Public relations</td>
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<tr>
<td>Data science</td>
<td>5</td>
<td>Data science</td>
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**AOR clients**: 7 (2016), 3 (2015)


**Number of accounts gained in 2016**: 8

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**Featured Work**

**Description**: When people with COPD puff enough Atrovent HFA, they breathe better. But many don’t — and instead of realizing their mistake, they think it just doesn’t work. So we set out to remind them to puff … again. Introducing the Puffagins, a clan of cloud-like characters who prompt patients to puff enough.

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**Guidemark Health**

6 Campus Drive, Suite 207, Parsippany, NJ 07054

guidemarkhealth.com

**Founded**: 2014

**Full-time employees**: 140 (2016), 140 (2015)

**Office locations in North America**: Parsippany, NJ; Princeton, NJ; Stamford, CT

**Senior management**: Sophy Regelous, COO; James Hoblittez, CFO; Martin Mannion, CSO; Tina Fascetti, CCO; Sid Gokhale, CCO; Janis Cohen, EVP, med comm; Louise Bright, EVP, learning; Mark Reichman, EVP, client solutions

**Recent executive hires**: Janis Cohen, previously at FCB Health, ProHealth, Mosaic Group; Mark Reichman, previously at Publicis

**Capabilities/services offered**: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

**2016 North American revenue**: $30,000,000

**North America billings**, breakdown by media/source

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<thead>
<tr>
<th>Media/Source</th>
<th>2016 Sales</th>
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<tr>
<td>Sales materials</td>
<td>4,000,000</td>
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<tr>
<td>Professional digital/web/mobile</td>
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<tr>
<td>Professional print ads</td>
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<tr>
<td>Consumer print ads</td>
<td>3,000,000</td>
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<tr>
<td>Consumer broadcast</td>
<td>3,000,000</td>
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<tr>
<td>Promotional medical education</td>
<td>5,000,000</td>
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<tr>
<td>Data science</td>
<td>5,000,000</td>
</tr>
</tbody>
</table>


**Project-based clients**: 60 (2016), 75 (2015)

**Current healthcare/pharma accounts**: Actelion, Uptravi/Opsumit; Amgen, Araneep, Enbrel, Repatha; Boehringer Ingelheim, Qilotrf; Boston Biomedical,
**H4B Boston**

10 Summer St., Boston, MA 02110  
h4bboston.com  

**Founded:** 2012  

**Parent company:** Havas Health & You, 200 Madison Avenue, New York, NY 10016  

**Senior management:** Stephen Piotrowski, EVP, managing director; Julien Jarreau, EVP, creative director; Leigh Hatcher, associate managing director; Jared Danielson, SVP, strategic planner; Jay Hartmann, VP, account director; Kathy Wojtas, VP, medical director  

**Recent executive hires:** Jared Danielson, SVP, strategic planner, previously with H4B Chelsea  

**Capabilities/services offered:** Professional (marketplace/sales), media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech  

**AOR clients:** 7 (2016), 6 (2015)  

**Project-based clients:** 5 (2016), 2 (2015)  

**Number of accounts gained in 2016:** 6

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**H4B Chelsea**

200 Madison Avenue, 6th floor, New York, NY 10016  
h4bchelsea.com

**Founded:** 2002  

**Parent company:** Havas Health & You, 200 Madison Avenue, New York, NY 10016  

**Senior management:** Christian Bauman, partner and chief creative officer; Mike Peto, partner and COO  

**Capabilities/services offered:** Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO  

**AOR clients:** 46 (2016), 24 (2015)  

**Project-based clients:** 2 (2016), 5 (2015)  

**Number of accounts gained in 2016:** 11  

**Number of accounts lost:** 7  

**Number of accounts resigned:** 4

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**H4B Catapult**

300 American Metro Blvd., Suite 220, Hamilton, NJ 08619  
h4bcapitalprod.com

**Founded:** 2002  

**Parent company:** Havas Health & You, 200 Madison Avenue, New York, NY 10016  

**Senior management:** Eric Morse, EVP, director of client services; David Newman, EVP, director of client services; Tracy Zuto, EVP, executive creative director; Kristen Pilskiewicz, SVP, creative director; Christopher Rogers, SVP, creative director; Miriam Slome, EVP, account planning director  

**Recent executive hires:** Christopher Rogers, SVP, creative director; Melanie LaRosa, SVP, account supervisor; Cara Levinson, SVP, account planner  

**Capabilities/services offered:** Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science  

**AOR clients:** 13 (2016), 10 (2015)  

**Project-based clients:** 2 (2016), 2 (2015)  

**Number of accounts gained in 2016:** 7  

**Number of accounts lost:** 4

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**Harrison and Star**

75 Varick St., New York, NY 10013  
harrisonandstar.com

**Parent company:** Omnicom Group, 437 Madison Avenue, New York, NY 10022
Havas Gemini
200 Madison Avenue, New York, NY 10016
havashealth.com
Founded: 2015
Parent company: Havas Health & You, 200 Madison Avenue, New York, NY 10016
Senior management: Michael Pill, managing director; Gary Ainsworth, managing director
Capabilities/services offered: Payer/managed markets/access, data science
Number of accounts gained in 2016: 5
Number of accounts resigned: 10

Havas Life Metro
11 East 35th St., New York, NY 10016
havaslife.com
Founded: 1980
Parent company: Havas Health & You, 200 Madison Avenue, New York, NY 10016
Office locations in North America: New York; Chicago
Senior management: Cris Morton, president; Christine D’Appolonia, managing director; Noel Castro, managing director and chief creative officer
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science
Number of accounts gained in 2016: 5
Number of accounts lost: 2
Number of accounts resigned: 2

Havas Life New York
12 East 36th St., 7th floor, New York, NY 10016
havaslife.com/life/nyc
Founded: 2003
Parent company: Havas Health & You, 200 Madison Avenue, New York, NY 10016
Recent executive hires: Aaron Wilson, SVP and creative director, art; Megan Robinson, SVP and creative director, copy; Linda Watson, director of client services
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science
Number of accounts gained in 2016: 2
Number of accounts lost: 1
Number of accounts resigned: 2

Havas Lynx
200 Madison Avenue, New York, NY 10016
havaslynx.com
Founded: 2012
Parent company: Havas Health & You, 200 Madison Avenue, New York, NY 10016
Senior management: Dennis Urbaniak, president; Erik Mednis, chief creative officer and managing director
Recent executive hires: Dennis Urbaniak, president; previously managing director, life-sciences analytics with Accenture Digital
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, data science

Havas PR
200 Madison Avenue, New York, NY 10016
havaspr.com
Founded: 1976
Parent Company: Havas Health & You, 200 Madison Avenue, New York, NY 10016
Office locations in North America: San Francisco, CA; New York, NY; Los Angeles, CA; Houston, TX; Providence, RI; New York, NY; Phoenix, AZ; Pittsburgh, PA; San Diego, CA
Senior management: Marian Salzman, CEO, Havas PR North America; Brian Beech, managing director, Havas PR U.K.; Rosanna D’Antona, CEO, Havas PR Milan; Carina Davidson, managing director and COO, The Abernathy MacGregor Group; Charles Fleming, partner, Havas Paris; Katarzyna Kaminska, president, Havas PR Warsaw; James Wright, CEO Red Agency and COO Havas Creative Group
Havas Production Services
200 Madison Avenue, New York, NY 10016
hps-ww.com
**Founded:** 2012
**Parent company:** Havas Health & You, 200 Madison Avenue, New York, NY 10016
**Senior management:** Dan Marselle, CEO; Paul Delboy, SVP, operations

Havas San Francisco
1725 Montgomery St., San Francisco, CA 94123
sf.havas.com
**Founded:** 1999
**Parent company:** Havas Health & You, 200 Madison Avenue, New York, NY 10016
**Senior management:** Alan Burgis, CEO; Monette Hagopian, managing director; Ernie Lageson, executive creative director; John Dickey, director of delivery
**Capabilities/services offered:** Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech
**AOR clients:** 4 (2016), 3 (2015)
**Project-based clients:** 20 (2016), 17 (2015)
**Number of accounts gained in 2016:** 6
**Number of accounts lost:** 1

Havas Tonic
200 Hudson St., New York, NY 10013
tonic.havas.com
**Founded:** 1991
**Parent company:** Havas Health & You, 200 Madison Avenue, New York, NY 10016
**Senior management:** Paul Klein, managing partner; Phil Silvestri, managing partner and chief creative officer; Liz Kane, managing director, strategic planning; Maureen Russell, director of relationship marketing; John Rea, executive creative director; Kurt Nossan, executive creative director
**Capabilities/services offered:** Consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), public health/nonprofit/NGO, data science
**AOR clients:** 21 (2016), 16 (2015)
**Project-based clients:** 1 (2016), 1 (2015)
**Number of accounts gained in 2016:** 5

HCB Health
701 Brazos, Suite 1100, Austin, TX 78701
hcbhealth.com
**Founded:** 2001
**Full-time employees:** 85 (2016), 75 (2015)
**Office locations in North America:** Austin, TX; Chicago, IL; Scotch Plains, NJ
**Senior management:** Kerry Hilton, partner and CEO; Nancy Beesley, partner and CMO; Kim Carpenter, associate partner and EVP, integrated service; Amy Dowell, associate partner and EVP, strategy
**Recent executive hires:** James Hamilton, from Precisioneffect; Kendall Lopez, from GSW; Nick Rambke, from Adebolt; Kerri Koppenaal, from McCann; Harry Stavrou, from Ogilvy; Ari Wexler, from Merkle; Francesco Lucarelli, from McCann; Spencer Magloff, from Area 23; Bob Palmer, from Juice Pharma Worldwide
**Capabilities/services offered:** Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech
**2016 North American revenue:** $13,500,000
**North America billings, breakdown by media/source**
- 2016 sales materials: 5,000,000
- 2016 professional digital/web/mobile: 4,000,000
- 2016 professional print ads: 2,000,000
- 2016 consumer digital/web/mobile: 4,000,000
- 2016 consumer print ads: 3,000,000
- 2016 consumer broadcast: 5,000,000
- 2016 direct marketing: 1,000,000
**AOR clients:** 12 (2016), 15 (2015)
**Project-based clients:** 12 (2016), 15 (2015)
**Current healthcare/pharma accounts:** Alcon Surgical, Aptitude Health, Aries Pharma, Texas Oncology, Baxter, Texas Center for Proton Therapy, Schumacher Clinical Partners, Galderma, Medac Pharma, Mallinckrodt, Vetter Xenex Gore Medical, Tidy Products, Xenex Neurascence
**Number of accounts gained in 2016:** 6
**Details of accounts gained:** Aries Pharma, Mallinckrodt, Tidy Products, Aptitude Health, MT Pharma, Xenex

Healthcare Success
2860 Michelle Drive, Suite 230, Irvine, CA 92606
healthcaresuccess.com
**Founded:** 2006
**Full-time employees:** 25 (2016), 23 (2015)
**Senior management:** Stewart Gandolf, CEO; Jeff Mancino, CFO; Niki Kaylor, director of agency client services; Deanna Drum, director of talent development; Raheim Bundle, digital marketing manager
**Capabilities/services offered:** Professional (marketplace/sales), relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout)
2016 North American revenue: $5,845,000

North America billings, breakdown by media/source

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2016</th>
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</thead>
<tbody>
<tr>
<td>professional digital/web/mobile</td>
<td>1,695,000</td>
</tr>
<tr>
<td>professional print ads</td>
<td>3,507,000</td>
</tr>
<tr>
<td>other</td>
<td>643,000</td>
</tr>
</tbody>
</table>

Total number of clients:
- Number of accounts gained in 2016: 19
- Number of accounts lost: 24
- Number of accounts resigned: 18

HealthWork

1285 Avenue of the Americas, 6th Floor, New York, NY 10019

healthworkny.com

Founded: 2010

Parent company: Omnicom, 437 Madison Ave., New York, NY 10022

Full-time employees: 45 (2016), 45 (2015)

Senior management: John Osborn, CEO, BBDO New York; Denise Henry, managing director, HealthWork; Chris Palmer, managing partner, executive creative director CDM

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, digital (a separate practice within the agency or expertise is diffused throughout), public health/nonprofit/NGO, data science

North America billings, breakdown by media/source

<table>
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<tbody>
<tr>
<td>sales materials</td>
<td>10</td>
</tr>
<tr>
<td>professional digital/web/mobile</td>
<td>25</td>
</tr>
<tr>
<td>professional print ads</td>
<td>15</td>
</tr>
<tr>
<td>consumer digital/web/mobile</td>
<td>25</td>
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<tr>
<td>consumer print ads</td>
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<td>consumer broadcast</td>
<td>5</td>
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<tr>
<td>promotional medical education</td>
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<td>direct marketing</td>
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- Current healthcare/pharma accounts: Allergan, Liletta, Lo Loestrin Fe; ABM/AQ, Makena, Cord Blood Registry (CBR), Feraheme, MuGard; Avanir, Nuedexta; BMS, Immuno-Oncology Social Media, Ophtho, Yervoy, Regimen; Johnson & Johnson, Medical Devices Website; Sanofi/Regeneron, Dupixent; Shionogi, Orphena; Sunovion, Alvesco, Brovana, Profyle, Genentech, Orcevas
- Number of accounts gained in 2016: 3
- Details of accounts gained: Avanir, Nuedexta; Johnson & Johnson, medical devices website; BMS, Immuno-Oncology social media
- Number of accounts lost: 2
- Details of accounts lost: XenoPort, Horizant (XenoPort acquired by Arbor Pharmaceuticals); Sientra (product-manufacturing issues)
- Number of accounts resigned: 1
- Details of accounts resigned: Genentech, Actemra

Heartbeat

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

WeAreHeartbeat.com

Founded: 1998

Parent company: Publicis Health, One Penn Plaza, 5th Floor, New York NY 10119


Office locations in North America: New York, NY; Santa Monica, CA

Senior management: Bill Drummy, chairman; Nadine Leonard, man-

aging director, executive planning director, James Talierco, managing director, executive creative director, Jen Campanaro, EVP, general manager, Lee Slovitt, EVP, relationship lead; Claudia Riegelhaupt, EVP, relationship lead; Linda Bennett, EVP, relationship lead; Janelle Starr, EVP, marketing

Recent executive hires: Lisa Varshney, SVP, strategy

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, public health/nonprofit/NGO

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<tr>
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<td>15</td>
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<tr>
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<td>25</td>
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<tr>
<td>consumer print ads</td>
<td>10</td>
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- Number of accounts resigned: 1
- Details of accounts resigned: Genentech, Actemra

HVH Patient Precision Analytics

720 Vandenburg Rd., King of Prussia, PA 19406

hvhprecision.com

Founded: 2014

Office locations in North America: New York, NY; Boston, MA; King of Prussia, PA

Senior management: Steve Costalas, CEO; Jeff Ceitlin, chief commercial officer; Tara Grabowsky, managing director, chief medical officer; Oodaye Shukla, chief data scientist; Fred Robbins, marketing, commercial lead

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science
HYC Health

142 E. Ontario, 12th Floor, Chicago, IL 60611
hychealth.com

Founded: 2011

Parent company: Myelin Communications, 23 Drydock Ave., Suite 810W, Boston, MA 02210


Senior management: Susan Flinn Cobian, EVP, managing director; Shannon Carlson, SVP, account director; Chris DeProfrio, VP, client services; Larry Fukos, VP, operations; Rich Angelini, creative director; Carrie Pflug, director, business development

Recent executive hires: Shannon Carlson, SVP, account director; previously with Pivot Designs; Chris DeProfrio, VP, client services; previously with Discovery USA

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

North America billings, breakdown by media/source

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales materials</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Professional print ads</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Consumer print ads</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Consumer broadcast</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Direct marketing</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Public relations</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Data science</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>


Current healthcare/pharma accounts: Roche: CoaguChek, AccuChek Inform II, Liat, Corporate, MSA, Commercial Education, Customer Experience, NTPro-BNP, Troponin T, Women’s Health, HPV, Virology, Harmony, Lightrcycly 1536, CoaguChek INRange, CoaguChek Pro II; Blue Cross Blue Shield, Indiana University Health, MedComp Sciences, Singulex, Enisphere: Eligen B12, American Academy of Dermatology, Outcome Health (formerly ContextMedia Health), Stericycle, UCB

Number of accounts gained in 2016: 5

Details of accounts gained: MedComp Sciences, Singulex, Stericycle, UCB, Outcome Health

Number of accounts lost: 1

Details of accounts lost: Advocate Health Care

FEATURED WORK

Description: The first and only oral B12 supplement to achieve injection level concentrations of B12 supplements needed to up the awareness of the unique benefits of Eligen B12. HYC Health answered the challenge with a highly targeted, highly specialized initiative. We decided to meet qualified patients at the point of care, where they very well might be waiting for a B12 injection.

Why is your sample ad special? A saturating in-office campaign included a 1:30 digital spot, three interactive wallboards, and a specialty specific sell sheet program for reps. The cumulative effect was profound: Awareness among patients and physicians rose dramatically. The effect on directly attributed scripts also dramatically rose. In the program’s lifespan, scripts rose 42%, and that’s what we call a win.

Intouch Solutions

7045 College Blvd., Suite 300, Overland Park, KS 66211
intouchsol.com

Founded: 1999


Office locations in North America: Overland Park, KS; Chicago, IL; New York, NY

Senior management: Faruk Capan, CEO and founder; Chris Shirling, CFO; Wendy Blackburn, EVP; Boris Kushkuley, EVP; Angela Tenuta, EVP; Aaron Uydess, EVP; Kristi Veitch, EVP; Brady Walcott, EVP; David Windhausen, EVP

Recent executive hires: Intouch core leadership has remained consistent and continues to grow as the agency grows. In 2016, Intouch strengthened its senior leadership team with the addition of SVP Jess Seilheimer. She came to the agency to lead strategic business development. So far in 2017, the agency has brought in EVP Aaron Uydess and EVPs Betsy Kramer, Joe Doyle, and Kim Middleton. Uydess came to the agency from Novo Nordisk to guide Intouch’s customer experience. Chase leads digital innovation efforts. Kramer and Middleton’s primary responsibilities are to provide dedicated senior support for client programs. Doyle guides major business development efforts.

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

2016 North American revenue: $102,000,000

North America billings, breakdown by media/source

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional digital/web/mobile</td>
<td>50</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>40</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
</tr>
</tbody>
</table>


Number of accounts gained in 2016: 43
inVentiv Health Communications

inVentiv Health Communications
450 West 15th St., New York, NY 10011
inventivhealthcommunications.com

Parent company: inVentiv Health, 470 Atlantic Avenue, 11th Floor, Boston, MA 02210

Full-time employees: 1,558 (2016)

Senior management: Lisa Stockman, president, Amy Hutnik, chief growth officer; Diane Turek Pire, head of people; Dan Zaret, CFO; Julie Adrian, European managing director, Patrick Richard, managing director of data science; Leigh Householder, managing director of innovation; Eleanor Petigrow, managing director of business development operations

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

FEATURED WORK
Description: Freedom to Fail: Eight of 10 pharmaceutical marketers agree that innovation is imperative to reaching business goals; yet none strongly agree that they know where to focus change. Enter predictive analytics: an opportunity to recreate an entire marketplace in a digital simulation and then endlessly experiment without spending a single dollar on in-market pilots. Download the workbook to help you build a plan to innovate and optimize your marketing.

inVentiv Health Managed Markets

268 Broadway, Suite 201, Saratoga Springs, NY 12866
inventivhealth.com

Founded: 2011

Parent company: inVentiv Health, 470 Atlantic Avenue, 11th Floor, Boston, MA 02210


Office locations in North America: Saratoga Springs, NY; New York, NY; South San Francisco, CA; Santa Monica, CA

Senior management: Danielle Bedard, president; Steve Toman, EVP, director of account services; Mark McCoy, EVP, director of managed markets content; Ben Curtis, EVP, director of integrated strategic and creative services; Jim Mittler, SVP, director of medical strategy; Eric Delnicki, VP, art director; Mike Vail, SVP, copy director; Carly DelPiano, VP, new business and development

Recent executive hires: Carly DelPiano, VP, new business and development; Katherine Seay, VP, managed markets content expert (Salix); John Thornton, VP, managed markets content expert (AMCP)

Capabilities/services offered: Media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech


Number of accounts gained in 2016: 1

Number of accounts lost: 1

Number of accounts resigned: 1

FEATURED WORK
Description: Data-Driven Expectations: A massive structural shift is happening across the pharmaceutical industry that demands new skills, new tools, and new ideas in the marketing suite. Brand leaders are looking to their agency partners to take on critical new roles in data-driven channel planning, marketing innovation, and ROI modeling and analysis.

inVentiv Health PR Group

inVentiv Health PR Group
450 West 15th St., 7th Floor, New York, NY 10011
inventivhealth-pr.com

Founded: 1995

Parent company: inVentiv Health, 470 Atlantic Avenue, 11th Floor, Boston, MA 02210


Office locations in North America: New York; Los Angeles; Washington, DC

Senior management: Jeanine O’Kane, president, U.S. public relations group; Andrea Daggert, managing director, Chandler Chicco Agency NY; Christie Anbar, managing director, Chamberlain Healthcare PR; Lisa Waters, managing director, Chandler Chicco Agency LA; Shauna Keough, managing director, Biosector 2

Recent executive hires: Bryan Blatstein, media specialist; Chris Hippolyte, corporate communications; Deborah Kazeneleison, CCA LA, team leader; Gabe Sterne, digital and social strategist, Lauren Seilkoff, corporate communications, team leader; Leslie Iseenegger, issues management, team leader; Marie Emms, global head, clinical trial recruitment; Nicole Beckstrand, CCA LA, team leader; Robert Evangelista, iCS NY, senior art director; Trista Dawson, Biosector 2, team leader

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

Number of accounts gained in 2016: 23

Number of accounts lost: 1

Number of accounts resigned: 1
Invivo Communications
60 Atlantic Ave., Unit 300, Toronto, ON M6K 1X9, Canada
Invivo.com

Founded: 1998
Full-time employees: 70 (2016), 75 (2015)
Senior management: Reg Bronskill, CEO; Andrea Bielecki, president; Carleen Dehaney, VF, finance; Kevin Millar, VF, creative and medical science; Kristina Sauter, VF, client services
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, public health/nonprofit/NGO

North America revenue: $8,000,000

North America billings, breakdown by media/source
- 2016 professional digital/web/mobile: 50
- 2016 consumer digital/web/mobile: 20
- 2016 promotional medical education: 30

Current healthcare/pharma accounts: Alcon, Amgen, Eli Lilly, Endologix, Medtronic; Novartis, Pfizer, Sanofi, Sirtex Medical, Stryker Orthopaedics, Takeda Pharmaceuticals, Tesaro;

Number of accounts gained in 2016: 4
Details of accounts gained: Pfizer, Sanofi, Sirtex Medical, Ultimate Medica

Number of accounts lost: 1
Details of accounts lost: LEO Innovation Lab

Number of accounts resigned: 7
Details of accounts resigned: Agenus, Cogniciti, Halyard Health, McCann Manchester, Onyx Pharmaceuticals, Purdue Pharma, Ultragenyx Pharmaceutical

North America billings, breakdown by media/source
- 2016 sales materials: 10
- 2016 professional digital/web/mobile: 30
- 2016 professional print ads: 10
- 2016 consumer digital/web/mobile: 30
- 2016 consumer print ads: 8
- 2016 consumer broadcast: 5
- 2016 promotional medical education: 2
- 2016 data science: 5

Current healthcare/pharma accounts: Agena, Amgen, Alcon Simbrinza, Trazavan 2; BioMarin Naglazyme, Vimizim; Boehringer Ingelheim Spinoza Respinat, Stiolo Respimat; BMS Crecentis, Insys Syndsor, Merck, Belosmos, Eboviza, Gardasil, Gardasil 9, Isentress, Pneumovax23, Raltegravir OD, Zostavax, National Hemophilia Foundation; Neurocrine Valbenazine; Neuronetics Neurostar; Novartis Oncology Afinitor, Exjade, Jaderu, Vontent, Sandostatin LAR, Pfizer, BencePIX, ReFacto AF, Xyntha, franchise branding; Shire SHP621, Cimpryz, Fizayr, Lanadelumab; Ultragenyx Aceneuramic acid, KR23, rhOUS, rhFP, Triheptanone; Valeant Addyty, Juhla, Onexton, Xilaxan; Versartis Somavarton

Number of accounts gained in 2016: 15
Details of accounts gained: Agena, Amgen U.S. professional; Alcon Simbrinza, Trazavan 2; BioMarin Naglazyme, Vimizim professional; Boehringer Ingelheim; Shire SHP621; Insys Syndsor; Merck; Isentress consumer; Neurostar; Shire SHP621; Cimpryz, Fizayr, Lanadelumab; Versartis Somavarton

J. Walter Thompson
466 Lexington Ave., New York, NY 10017
jwt.com

Founded: 1864
Parent Company: WPP, 27 Farm Street, London, U.K. W1J 5RJ
Office locations in North America: Atlanta; Chicago; New York; San Francisco

Senior management: Lynn Power, CEO; Sherri Chambers, CMO; Brent Choi, CCO; Michael Byrne, CFO; Matthew Baker, head of planning; Anthony Nelson, head of integrated content production; Jennifer McBride, head of digital production; Paul Dalligan, director of creative operations; Alissa Kaplan, executive director, healthcare

Recent executive hires: Sherri Chambers, CMO, formerly of The Barbarian Group

Capabilities/services offered: Consumer (Rx), OTC/wellness, relationship marketing/direct, digital (a separate practice within the agency or expertise is diffused throughout, working with health-tech startups or innovative tech, public health/nonprofit/NGO

The Kinetix Group

29 Broadway, 26th Floor, New York, NY 10006
thekinetixgroup.com

Founded: 1997
Full-time employees: 60 (2016), 52 (2015)
Office locations in North America: Caldwell, NJ; New York, NY; San Francisco, CA
Senior management: John Strapp, Jr., cofounder and chairman; Sarah McNulty, cofounder and president; Danny Porreca, CFO; J. P. Strapp, managing director; Merissa Oliver, SVP; Anna Thomas, VP; Rachna Pawar, VP; Liz Lucas, VP; Len Fromer, managing director, executive medical director

Capabilities/services offered: Professional (marketplace/sales), relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

2016 North American revenue: $14,250,000

Klick Health

175 Bloor Street East, North Tower, Suite 301, Toronto M4W 3R8, Canada
klick.com

Founded: 1997
Senior management: Leerom Segal, cofounder and CEO; Aaron Goldstein, cofounder and COO; Lori Grant, president, Doug Burcin, chief growth officer; Brian O’Donnell, EVP, interactive services; Alec Melkonian, SVP, client engagement; Glenn Zujew, SVP, executive creative director; Lance Paull, executive creative director; Leslie Jamison, SVP, brand strategy; Noriko Yokoi, SVP, account planning; Dori Cappola, SVP, media; Keith Liu, SVP, products and innovation

Recent executive hires: Elliot Langerman, chief creative commercial officer, NYC, previously with Area 23; Jasmine Singh, SVP, medical strategy, previously with Havas; Joanna Jacobs, VP, group account director, previously with Evoke Health NYC; Jodi Brichan, group account director, previously with Omnicom Health

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (it’s a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, data science

2016 North American revenue: $200,000,000

Lanmark360

804 Broadway, West Long Branch, NJ 07764
lanmark360.com

Founded: 1977
Senior management: Howard Klein, president; Tracey Clayton, director of operations; Danielle Avalone, VP of account services

Recent executive hires: David Barbella, VP of agency services

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO

2016 North American revenue: $9,800,000

Number of accounts gained in 2016: 4
Number of accounts resigned: 1

Details of accounts gained: Convergent Dental, Solea; Novo Nordisk
Details of accounts lost: Strategy Milling

Klick Health

175 Bloor Street East, North Tower, Suite 301, Toronto M4W 3R8, Canada
klick.com

Founded: 1997
Senior management: Leerom Segal, cofounder and CEO; Aaron Goldstein, cofounder and COO; Lori Grant, president, Doug Burcin, chief growth officer; Brian O’Donnell, EVP, interactive services; Alec Melkonian, SVP, client engagement; Glenn Zujew, SVP, executive creative director; Lance Paull, executive creative director; Leslie Jamison, SVP, brand strategy; Noriko Yokoi, SVP, account planning; Dori Cappola, SVP, media; Keith Liu, SVP, products and innovation

Recent executive hires: Elliot Langerman, chief creative commercial officer, NYC, previously with Area 23; Jasmine Singh, SVP, medical strategy, previously with Havas; Joanna Jacobs, VP, group account director, previously with Evoke Health NYC; Jodi Brichan, group account director, previously with Omnicom Health

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (it’s a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, data science

2016 North American revenue: $200,000,000

Lanmark360

804 Broadway, West Long Branch, NJ 07764
lanmark360.com

Founded: 1977
Senior management: Howard Klein, president; Tracey Clayton, director of operations; Danielle Avalone, VP of account services

Recent executive hires: David Barbella, VP of agency services

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO

2016 North American revenue: $9,800,000

Number of accounts gained in 2016: 4
Number of accounts resigned: 1

Details of accounts gained: Convergent Dental, Solea; Novo Nordisk
Details of accounts lost: Strategy Milling

Klick Health

175 Bloor Street East, North Tower, Suite 301, Toronto M4W 3R8, Canada
klick.com

Founded: 1997
Senior management: Leerom Segal, cofounder and CEO; Aaron Goldstein, cofounder and COO; Lori Grant, president, Doug Burcin, chief growth officer; Brian O’Donnell, EVP, interactive services; Alec Melkonian, SVP, client engagement; Glenn Zujew, SVP, executive creative director; Lance Paull, executive creative director; Leslie Jamison, SVP, brand strategy; Noriko Yokoi, SVP, account planning; Dori Cappola, SVP, media; Keith Liu, SVP, products and innovation

Recent executive hires: Elliot Langerman, chief creative commercial officer, NYC, previously with Area 23; Jasmine Singh, SVP, medical strategy, previously with Havas; Joanna Jacobs, VP, group account director, previously with Evoke Health NYC; Jodi Brichan, group account director, previously with Omnicom Health

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (it’s a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, data science

2016 North American revenue: $200,000,000

Lanmark360

804 Broadway, West Long Branch, NJ 07764
lanmark360.com

Founded: 1977
Senior management: Howard Klein, president; Tracey Clayton, director of operations; Danielle Avalone, VP of account services

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2016 North American revenue: $9,800,000

Number of accounts gained in 2016: 4
Number of accounts resigned: 1

Details of accounts gained: Convergent Dental, Solea; Novo Nordisk
Details of accounts lost: Strategy Milling
**FEATURED WORK**

Description: Understanding the importance of oral health is not a new topic. What is new is the partnership between Colgate and Scientific American to raise awareness of global oral health challenges, advances, and their relationship to overall health and new technologies to help foster change in consumer thinking and professional action in a meaningful way.

Why is your sample ad special? The website FutureOfOralHealth.com, created by Lanmark360, features regularly updated content that explores topics from a global perspective under four areas of focus: technology, public health, global trends, and patient focus. The platform informs, engages, and ultimately continues the dialogue about these vital global oral health topics with the medical community and its patients.

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**LevLane**

100 Penn Square East, Suite 1101, Philadelphia, PA 19107
levlane.com
**Founded:** 1984
**Full-time employees:** 57 (2016), 56 (2015)

**Senior management:** Bruce Lev, chief creative officer; Timmy Garde, chief innovative leader, life sciences; David Huelnengarth, SVP, director of strategic engagement; Jon Cooper, SVP, director of content, PR and social; Drake Newkirk, SVP, creative director, digital; Kevin Dunn, VP, strategy and client engagement; Matt Riley, account manager; Deborah Racano, SVP, creative director; Karen Ruiter, CPO, Tony Sweeney, SVP, media director

**Recent executive hires:** Kevin Dunn, VP, strategy and client engagement, previously with Calcium; Matt Riley, account manager, previously with Agile Therapeutics

**Capabilities/services offered:** Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO

**2016 North American revenue:** $8,900,000

**North America billings**, breakdown by media/source

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016 sales materials</td>
<td>47</td>
</tr>
<tr>
<td>2016 consumer digital/web/mobile</td>
<td>36</td>
</tr>
<tr>
<td>2016 public relations</td>
<td>17</td>
</tr>
</tbody>
</table>

**AOR clients:** 13 (2016), 11 (2015)

**Project-based clients:** 8 (2016), 5 (2015)

**Current healthcare/pharma accounts:** Agile Therapeutics; Twirla Alliqua Biomedical; MIST, UltraMIST, Biovance; Interfyl Beck Cognitive Behavior Therapy; Corporate Berry College; Corporate Buckner Retirement Services; Corporate Jefferson Comprehensive Concussion Center; Corporate Eagle Pharmaceuticals; Ryandex Kennedy Health; Corporate National Board of Medical Examiners; Corporate Messiah Lifeways; Corporate Rothman Institute; Corporate Rydal Park

**Number of accounts gained in 2016: 2**
**Details of accounts gained:** Agile Therapeutics; Twirla Alliqua Biomedical; MIST, UltraMIST, Biovance, Interfyl Beck Cognitive Behavior Therapy,

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**Maricich Health**

18201 McDurmott West, Suite A, Irvine, CA 92614
maricich.com
**Founded:** 1986

**Senior management:** Mark Maricich, CEO; David Maricich, president; Debbie Karnowsky, executive creative director; Cameron Young, creative director; Scott Littlejohn, creative director; Julian Hernandez, account director

**Recent executive hires:** Julian Hernandez, account director, previously at Crosby Marketing

**Capabilities/services offered:** Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

**2016 North American revenue:** $8,000,000

**North America billings**, breakdown by media/source

<table>
<thead>
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<th>Media/Source</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016 sales materials</td>
<td>5</td>
</tr>
<tr>
<td>2016 professional digital/web/mobile</td>
<td>10</td>
</tr>
<tr>
<td>2016 professional print ads</td>
<td>5</td>
</tr>
<tr>
<td>2016 consumer digital/web/mobile</td>
<td>15</td>
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<tr>
<td>2016 consumer print ads</td>
<td>20</td>
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<tr>
<td>2016 consumer broadcast</td>
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<tr>
<td>2016 promotional medical education</td>
<td>8</td>
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<tr>
<td>2016 direct marketing</td>
<td>7</td>
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<tr>
<td>2016 public relations</td>
<td>3</td>
</tr>
<tr>
<td>2016 data science</td>
<td>5</td>
</tr>
<tr>
<td>2016 other</td>
<td>2</td>
</tr>
</tbody>
</table>

**AOR clients:** 10 (2016), 7 (2015)

Medical Minds

6535 Caminito Sinnecock, La Jolla, CA 92037
med-minds.com

Founded: 2007


Senior management: Lynn Nye, president; Julian Kaye, scientific director; Art Nagano, creative director; Jeri McMacken, operations manager

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

2016 North American revenue: $800,000

North America billings, breakdown by media/source

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2016 Sales</th>
<th>% of Total</th>
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<tbody>
<tr>
<td>Sales materials</td>
<td>6</td>
<td>6%</td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>25</td>
<td>31%</td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>58</td>
<td>73%</td>
</tr>
<tr>
<td>Other</td>
<td>10</td>
<td>12%</td>
</tr>
</tbody>
</table>


Current healthcare/pharma accounts: Binding Site, Freelite, Biotheranostics, Cancer Type ID, Dexecon, Continuous Glucose Monitoring, Intarcia Therapeutics, ITCA-650, MyoKardia, MYK-461

Number of accounts gained in 2016: 3

Details of accounts gained: Bill & Melinda Gates Foundation, Biotheranostics, Cancer Type ID, MyoKardia, MYK-461

MesiMedia Managed Markets

19 West College Avenue, Yardley, PA 19067
managedmarkets.com

Founded: 1997

Parent company: Icon, 2100 Pennbrook Parkway, North Wales, PA 19454


Office locations in North America: Yardley, PA; South San Francisco, CA; Manhattan, NY; San Diego, CA; Boston, MA. Other Icon offices: Chadds Ford, PA; North Wales, PA; Boston, MA; Chicago, IL; Newark, DE; Raleigh, NC; Farmingdale, NY; Gaithersburg, MD; Houston, TX; Los Angeles, CA; Marlborough, MA; Nashville, TN; Syracuse, NY; Philadelphia, PA; San Antonio, TX; Montreal and Vancouver in Canada

Senior management: Lee Termini, president; Maureen Liberti, VP and group publisher

Capabilities/services offered: Digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, data science

2016 North American revenue: $1,666,000,000 (parent company Icon)
MedThink Communications

1001 Winstead Drive, Suite 100, Cary, NC 27513
medthink.com

Founded: 2004


Senior management:
Scott Goudy, president; Steve Palmisano, SVP and general manager; John Kane, managing director; Ken Truman, VP, insights and connections; Angie Miller, SVP, client partnerships

Recent executive hires:
MedThink Communications strengthened its senior leadership team by adding several key members this past year. Steve Palmisano took the helm as SVP and general manager, leveraging his 17 years of client-side experience, 18 years of agency experience, and the successful repositioning and leadership of MedThink’s sister agency, MedThink SciCom. John Kane, an accomplished technology-savvy healthcare marketing strategist, brand advocate, and former agency founder and CEO with over 25 years of experience, leads MedThink Communications as managing director. Nathan Singerman joined as director of account services, strengthening the account service team by bringing his client-side experience as director, regional customer marketing for Pfizer. Mary Lynn Kargman, senior account director, also joined the account team, bringing over 25 years of account management experience. All additions to the team were made while keeping core values in mind. The new team members embody the values of taking ownership and exceeding expectations by jumping straight into their roles to impact the agency and its goal of making clients successful. On a day-to-day basis, they infuse optimism and fun into their teams, making MedThink Communications an energizing place to work. They are dedicated to helping colleagues thrive, keeping an open mind, and nurturing innovation, which are integral factors in the agency’s success.

Capabilities/services offered:
Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), data science

North America billings, breakdown by media/source

<table>
<thead>
<tr>
<th>Type of Media/Source</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016 professional digital/web/mobile</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>2016 professional print ads</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>2016 data science</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>2016 other</td>
<td>59</td>
<td></td>
</tr>
</tbody>
</table>

Current healthcare/pharma accounts: Genentech, Sage, Otsuka, Indivior, Amgen, Shire, Merck, Endo
Number of accounts gained in 2016: 3
Details of accounts gained: Sage, Indivior, Merck
Number of accounts lost: 3
Details of accounts lost: AstraZeneca, Pfizer, Ellicris, Otsuka

Merkle

7001 Columbia Gateway Drive, Columbia, MD 21046
merkleinc.com

Founded: 1988

Parent Company: Dentsu Aegis Network


Office locations in North America:
Columbia, MD; Alpharetta, GA; Bend, OR; Boston, MA; Charlottesville, VA; Chicago, IL; Denver, CO; Philadelphia, PA; Pittsburgh, PA; Hagerstown, MD; Little Rock, AR; Minneapolis, MN; Montvale, NJ; New York, NY; Salt Lake City, UT; San Francisco, CA; Seattle, WA

Senior management:
David Williams, CEO; Mike Goldin, SVP and GM, health practice; David Magrini, VP; Amy Thome, executive creative director; Coleen Kuehn, chief media officer; Margie Chiu, SVP, customer strategy, transformation; Croom Lawrence, VP, integrated solutions; 2imm Zimmerman, VP, personalization; Lynda Gordon, VP, analytics; Kent Groves, VP, strategy, health; Chris Crichton, VP, channel optimization; Owen McCorry, chief growth officer; Steve Bass, VP, sales, health; Matthew Mierzejewski, VP, SEM and SEO; Lance Williams, SVP, technology solutions leader; Jeff Tomaso, VP, client partner; Don Gregoire, VP, vertical growth; Darla Leseck, senior strategy director; Catherine Young, senior account director; Eileen O’Grady, senior account director; Rocco Albano, marketing activation lead; Larry Blum, VP, enterprise sales leader

Recent executive hires:
Coleen Kuehn, chief media officer, from
MediaVest, Charlie Weiss, GM, media and publisher solutions, from News Corp.; Eugene Becker, SVP and GM, data solutions, from eXelate; Mike Goldin, SVP and GM, health practice, from Young & Rubicam Group

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science.

2016 North American revenue: $92,126,015

North America billings, breakdown by media/source

<table>
<thead>
<tr>
<th>Media Type</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales materials</td>
<td>5</td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>10</td>
</tr>
<tr>
<td>Professional print ads</td>
<td>5</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>30</td>
</tr>
<tr>
<td>Consumer print ads</td>
<td>5</td>
</tr>
<tr>
<td>Consumer broadcast</td>
<td>5</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>20</td>
</tr>
<tr>
<td>Data science</td>
<td>20</td>
</tr>
</tbody>
</table>


Current healthcare/pharma accounts: Sanofi Aventis, Susan G. Komen, AbbVie, American Cancer Society, National Multiple Sclerosis Society, Arthritis Foundation, Emblemhealth, Anthem Blue Cross Blue Shield, Boehringer Ingelheim, Life Line Screening of America, Humana, Neos Therapeutics, Medical Mutual, Eli Lilly, American Heart Association, Bristol-Myers Squibb, Sunovion Pharmaceuticals, Laser Spine Institute, Gerber Products, Abbott Nutrition, National Foundation Cancer Research, Astellas Pharma U.S., Memorial Sloan Kettering Cancer Center, Delta Dental of VA, Bayer Pharmaceuticals, Shriners Hospital for Children, Northwell Health, Operation Smile, 1800Petmeds, Care City of Hope, Doctors Without Borders, Dental of VA, Bayer Pharmaceuticals, Shriners Hospital for Children, Northwell Health, Astellas Pharma U.S., Circassia, CSL Behring, Genentech, Otsuka, GlaxoSmithKline, GSK, Consumer Healthcare, Grifols, Incyte Corporation, Intarcia Therapeutics, Janssen Pharmaceuticals; Jazz Pharmaceuticals; Lexicon Pharmaceuticals; Mayne Pharma Group; Merck; Novo Nordisk A/S; Novartis; Puma Biotechnology; Sanofi; Sun Pharmaceutical Industries; Tesaro; Teva Pharmaceutical Industries; UCB; United Therapeutics; Valeant Pharmaceuticals; ViV Healthcare

Number of accounts gained in 2016: 11

Details of accounts gained: Alexion Pharmaceuticals; Astellas Pharma U.S.; Circassia; CSL Behring, Genentech, Otsuka; GlaxoSmithKline, GSK, Consumer Healthcare, Grifols, Incyte Corporation, Intarcia Therapeutics, Janssen Pharmaceuticals; Jazz Pharmaceuticals; Lexicon Pharmaceuticals; Mayne Pharma Group; Merck; Novo Nordisk A/S; Novartis; Puma Biotechnology; Sanofi; Sun Pharmaceutical Industries; Tesaro; Teva Pharmaceutical Industries; UCB; United Therapeutics; Valeant Pharmaceuticals; ViV Healthcare

Number of accounts lost: 7

Details of accounts lost: Acura Pharmaceuticals; Amgen, Ascent Laboratories; AstraZeneca, Merz, Pfizer, Telehealth

Modern Marketing Services

340 Madison Avenue, 19th floor, New York, NY 10173
modern.com

Founded: 2011


Senior management: Nader Ashway, principal, cofounder, and creative director; Mark Köhler, principal, cofounder, and managing director

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, data science


Current healthcare/pharma accounts: Bayer Global, Eylea; Bayer, Finacea; Foam, Desonate; Boehringer Ingelheim, Pradaxa; Boehringer Ingelheim RCV, Franchise; Fleet, Phazyme Gas & Acid; Fleet Rectal Care Wipes; Impax, Rytray; LEO Pharma, Enstilar and Taclonex; NeoGenomics, Corporate; Otsuka, BreathTek; Pfizer Injectables, Portfolio; PharmaDerm, Kerydin, Oxistat, Veregen, AmLactin

Number of accounts gained in 2016: 8
Details of accounts gained: Bayer, Desonate; Boehringer Ingelheim RCV, Franchise; Fleet, Phazyme Gas & Acid and Fleet Rectal Care Pain Relief Wipes; NeoGenomics, Corporate; LEO Pharma, Enstilar and Taclonex; PharmaDerm, AmLactin

Number of accounts lost: 3
Details of accounts lost: Otsuka, BreathTek; Pfizer Injectables; Bayer Global, Eylea

Number of accounts resigned: 1
Details of accounts resigned: PharmaDerm, Apexicon

TheNavicorGroup
http://the.oncology.agency

480 Olde Worthington Road, Suite 202, Westerville, OH 43065
the.oncology.agency

Founded: 2005
Parent company: inVentiv Health, 470 Atlantic Avenue, 11th Floor, Boston, MA 02210


Senior management: David Querry, president; Rich D’Ginto, managing director, Columbus; Marvin Bowe, managing director, Philadelphia; LeAnn Duncan-Miller, finance director

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, data science

2016 North American revenue: $4,800,000
North America billings, breakdown by media/source
2016 professional digital/web/mobile 2,000,000
2016 consumer digital/web/mobile 2,000,000
2016 direct marketing 400,000
2016 data science 400,000

Current healthcare/pharma accounts: Avanir Pharmaceuticals, Nuedexta, Onzetra

Natrel
119 Cherry Hill Rd., Suite 210, Parsippany, NJ 07054
natrelhealth.com

Founded: 1999


Senior management: David Nakamura, founder; Nicole Hyland, GM; Tamra Micco, executive director, client services
Recent executive hires: Amy Tracey, EVP, director of finance/HR, previously SVP, finance at Havas Health

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, digital (a separate practice within the agency or expertise is diffused throughout), data science

2016 North American revenue: $15,000,000
North America billings, breakdown by media/source
2016 sales materials 3,000,000
2016 professional digital/web/mobile 6,000,000
2016 professional print ads 1,000,000
2016 consumer digital/web/mobile 2,000,000
2016 direct marketing 2,000,000
2016 data science 1,000,000

AOR clients: 10 (2016), 7 (2015)

Number of accounts gained in 2016: 12
Number of accounts lost: 2

FEATURED WORK
Description: A disease-awareness campaign for Tesaro illustrates the need for treatment options in recurrent ovarian cancer to displace the standard practice of watching and waiting for disease recurrence. Weight of the Wait quickly
communicates the crushing anxiety women experience while awaiting the return of a disease that has high relapse rates.

**Neon**

1400 Broadway, 3rd Floor, New York, NY 10018
neon-nyc.com

**Founded:** 2009

**Parent Company:** IPG, 909 Third Avenue, 1st floor, New York, NY 10022

**Full-time employees:** 155 (2016), 127 (2015)

**Senior management:** Mark Arnold, managing director; Kevin McHale, managing director, EVP

**Recent executive hires:** Suzanne Silbegleit, SVP account services, previously at PCF Health

**Capabilities/services offered:** Professional (marketplace/sales), consumer (Rx), OTC/wellness, digital (a separate practice within the agency or expertise is diffused throughout)

**North America billings, breakdown by media/source**

<table>
<thead>
<tr>
<th>Service</th>
<th>2016</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016 sales materials</td>
<td>35</td>
<td>2016 professional digital/web/mobile</td>
</tr>
<tr>
<td>2016 consumer digital/web/mobile</td>
<td>60</td>
<td>2016 professional print ads</td>
</tr>
</tbody>
</table>

**AOR clients:** 12 (2016), 10 (2015)

**Current healthcare/pharma accounts:** Janssen, Invega Trinza, Invega Sustenna, Invokana, Invokanet XR, Invokana, Project Indigo; Novartis, Goseptyx; Theravance, Vibrat; Mallinckrodt, Achtar; 2S-Pharma, 2S-9; Horizon Pharma, Krystexxa, Rayor; Pernix, Zohydro ER, Silenor; Sandoz, Generic Advair, Xarxio, Erelzi, Biosimilar Rituximab; Genentech, Pulmozyme, Etrolizumab; United Therapeutics, Uniflux, Tahi Oncology, Lonsurf; Grifols, Prolastin-C, Reata Pharma, Bardoxolone, Omaveloxolone

**Number of accounts gained in 2016:** 11

**Details of accounts gained:** Theravance, Vibrat; Mallinckrodt, Achtar; 2S-Pharma, 2S-9; Horizon Pharma, Krystexxa, Rayor; Pernix, Silenor; Sandoz, Erelzi, Rituximab; Xarxio, Genentech, Etrolizumab, Pulmozyme

**Nitrogen**

101 Avenue of the Americas, 14th Floor, New York, NY 10013
nitrogengroup.com

**Founded:** 2008

**Parent company:** Huntsworth Health, 800 Township Line Road, Yardley, PA 19067

**Office locations in North America:** New York, NY; San Francisco, CA

**Senior management:** Brian Marisch, managing director

**Capabilities/services offered:** Professional (marketplace/sales), OTC/wellness, relationship marketing/direct, med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO

**North America billings, breakdown by media/source**

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<td>35</td>
<td>2016 professional digital/web/mobile</td>
</tr>
<tr>
<td>2016 professional print ads</td>
<td>9</td>
<td>2016 professional print ads</td>
</tr>
</tbody>
</table>

**AOR clients:** 35 (2016), 27 (2015)

**Project-based clients:** 28 (2016), 32 (2015)

**Number of accounts gained in 2016:** 26

**Number of accounts lost:** 5

**Ogilvy CommonHealth Worldwide**

400 Interpace Parkway, Bldg. B, Parsippany, NJ 07054
ogilvychww.com

**Founded:** 2010

**Parent Company:** WPP, 27 Farm Street, London, U.K. W1J 5RJ

**Office locations in North America:** Parsippany, NJ; New York, NY; Newtown, CT; Toronto, Canada; Montreal, Canada

**Senior management:** Darlene Dobry, managing partner; Michael Parisi, managing partner; Shaun Urban, managing partner; Marc Weiner, managing partner; Susan DiDonato, EVP, chief talent officer; Ritesh Patel, EVP, chief digital officer; Robert Saporito, EVP, CFO; Johanna Skilling, EVP, director of planning; Scott Watson, EVP, chief creative officer

**Recent executive hires:** Kevin King, EVP, managing director, Ogilvy CommonHealth Nano; Nadine Oweis, EVP, global client lead, OCHWW

**Capabilities/services offered:** Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

**North America billings, breakdown by media/source**

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<tbody>
<tr>
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<tr>
<td>2016 professional digital/web/mobile</td>
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<tr>
<td>2016 professional print ads</td>
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<tr>
<td>2016 consumer digital/web/mobile</td>
<td>10</td>
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<tr>
<td>2016 consumer print ads</td>
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<td>2016 consumer broadcast</td>
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<td>2016 promotional medical education</td>
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</tr>
<tr>
<td>2016 direct marketing</td>
<td>16</td>
</tr>
<tr>
<td>2016 data science</td>
<td>5</td>
</tr>
</tbody>
</table>

**AOR clients:** 35 (2016), 27 (2015)

**Project-based clients:** 28 (2016), 32 (2015)

**Number of accounts gained in 2016:** 11

**Details of accounts gained:** Theravance, Vibativ; Mallinckrodt, Achtar; 2S-Pharma, 2S-9; Horizon Pharma, Krystexxa, Rayor; Pernix, Zohydro ER, Silenor; Sandoz, Generic Advair, Xarxio, Erelzi, Biosimilar Rituximab; Genentech, Pulmozyme, Etrolizumab; United Therapeutics, Uniflux, Tahi Oncology, Lonsurf; Grifols, Prolastin-C, Reata Pharma, Bardoxolone, Omaveloxolone

**Pacific Communications**

18581 Teller Avenue, Anderson Office, Irvine, CA 92612
pacificcommunications.com

**Founded:** 1994

**Parent company:** Pacific Communications, 800 Township Line Road, Yardley, PA 19067

**Office locations in North America:** Irvine, CA; Jersey City, NJ

**Senior management:** Craig Sullivan, president; Joe Abiad, director, finance and agency operations; James Martin, executive agency services manager; Peter Siegel, EVP and creative director; Henry Lee, SVP and director, client services; Patrick Macke, VP, group creative director/interactive; Ryan Orsini, SVP and director, client services; Kelly Doo, SVP, and director, client services

**Recent executive hires:** Judy Doo, SVP and director of client services, former director of marketing for Alastin Skincare in Carlsbad, CA
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech

2016 North American revenue: $60,554,000
North America billings, breakdown by media/source

<table>
<thead>
<tr>
<th>2016</th>
<th>professional digital/web/mobile</th>
<th>25</th>
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</thead>
<tbody>
<tr>
<td>2016</td>
<td>professional print ads</td>
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<td>2016</td>
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<td>25</td>
</tr>
<tr>
<td>2016</td>
<td>other</td>
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</tbody>
</table>

Current healthcare/pharma accounts: Allergan, Natrelle breast implants and tissue expanders, Botox Chronic Migraine, Botox movement disorders, Botox upper-limb spasticity, Fixitive, Vraylar, Namzaric; Bystolic, Vivlyx, Aycar, Tefero, Dalvance, Botox Cosmetic, Juvederm collection of fillers, Juvederm Voluma XC, Juvederm Ultra and Ultra Plus XC, Juvederm Ultra XC, Juvederm Volbella XC, Kybella, Skinmedica, Latisse; Allergan Partner Privileges; Allergan Injecto Training; Facial Aesthetic Consumer Portfolio, Acczone, Rhofera, Botox Hyperhidrosis; Tracor; Cordran Tape, Sarecycline, Oxydex, Restasia, Rapaflo

Number of accounts gained in 2016: 10
Details of accounts gained: Allergan, Fixitive, Vraylar, Namzaric, Aycar, Tefero, Dalvance, Juvederm Volbella, Cordran tape, Sarecycline

Number of accounts lost: 7
Details of accounts lost: Allermee

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**Palio**

450 W 15th St., 6th Floor, New York, NY 10011
palio.com

Founded: 1999
Parent Company: inVentiv Health, 470 Atlantic Avenue, 11th Floor, Boston, MA 02210

Full-time employees: 100 (2016), 110 (2015)
Office locations in North America: New York, NY; Santa Monica, CA
Senior management: Kim Johnson, president; Michael Austin, executive creative director; Matthew Howes, EVP of strategy and growth; Cheryl Fielding, EVP and director of client services
Recent executive hires: Bryan Roman, SVP and technical director
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

North America billings, breakdown by media/source

<table>
<thead>
<tr>
<th>2016</th>
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<td>2016</td>
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<tr>
<td>2016</td>
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<td>10</td>
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<td>2016</td>
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</tr>
<tr>
<td>2016</td>
<td>promotional medical education</td>
<td>10</td>
</tr>
<tr>
<td>2016</td>
<td>data science</td>
<td>10</td>
</tr>
</tbody>
</table>

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**Partners + Napier**

192 Mill St., Suite 600, Rochester, NY 14604
partnersandnapier.com

Founded: 2004
Parent Company: Project Worldwide, 11 East 26th Street, 10th Floor, NY 10010
Office locations in North America: Rochester, NY; New York, NY; San Francisco, CA
Senior management: Sharon Napier, CEO; Courtney Cotrupe, managing director; Pete VonDerLinn, executive creative director
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

2016 North American revenue: $20,644,000
Current healthcare/pharma accounts: Excellus BlueCrossBlueShield, Highmark Health; Rochester Regional Health, Bausch + Lomb, Carestream Health

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**Pascale**

47 Bay Edge Court, Fairfield, CT 06824
pascalecommunications.com

Founded: 2005
Office locations in North America: Fairfield, CT; New York, NY
Senior management: Georgette Pascale, founder and CEO; Audra Friis, director, consumer practice; Christian Rodgers, head of growth; Jessica Griffith, director, professional practice. Laura Cameron, global executive; Hannah Ishikawa, director of operations

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, public health/nonprofit/NGO

2016 North American revenue: $4,099,707
North America billings, breakdown by media/source

- 2016 professional digital/web/mobile: 364,873.32
- 2016 consumer digital/web/mobile: 230,000
- 2016 promotional medical education: 15,000
- 2016 public relations: 3,489,833.86


Current healthcare/pharma accounts: Abbott Medical Optics, AMO/Johnson & Johnson, RevitaLens Ocucare, Blink, Blink Contacts, Blink Eye Vitamins, Complete MoisturePlus, IntraLase, IntraLase FS, IntraLase IPS, Advanced CustomVue, Star S4, StarLabs, Starvue, Starvue, I-Design, iDesign DX, WaveScan, ILASIK, ILASIK Suite, Tecnis 1-piece (ZCB00), Tecnis MP 1-Piece (ZMB00), Tecnis MP 3-Piece (ZMA0), Tecnis Toric (ZCT150), Tecnis Toric Extended Range, Tecnis Symfony, Tecnis Symfony Toric, Tecnis Low Add (+3.25 or ZLB00 & +2.75 or ZKB00), Tecnis iTeC Preloader, Tecnis Toric, Caliberator, Healon, Healon5, Healon Enfocap, Healon Duet, WhiteStar Signature, Ellips FX, WhiteStar, WhiteStar Signature Pro, Compact Intuity, Catalyze, Index, Cyclo G6, MP3 handlepiece, Micropulse Laser Therapy (MPLT), MicroPulse, MLT (Micropulse Laser Trabeculectomy), IQ 577, IQ 610, IQ 532, GreenTip Soft-Tip cannula, G-Probe, G-Probe Illuminate, Vision Share, PDEK, DMEK, AcuFocus, KAMRA Inlay, IQ-C 8 small aperture IOL, AcuTarget HD; Second Sight, Argus II, Ocular Therapeutix, ReSure Sealant, OTX-DP, Dextenza; Tozol, PASCAL pattern scanning laser technology, PASCAL laser, Maestro OCT, Paragon BioTeck, Comfortech, ComforTech,_LRASolve 180, iLast Clean/iLast Care, FreshKote, Tocal, Glaukos, iStent, iStent supra, Spectral, FoToSee Home; Allergan, Ioptima, IOIomate, CO2Laser-Assisted Sclerectomy Surgery; Implantoscope Pharmaceutical, Tri-Moxi, Tri-Moxi-Vanc, Prem-Nepaf, Pred-Nepaf, Beaver-Vissor, Endoscopic Cyclophotocoagulation (ECP), 230 Endoscope, Novan, SB204, Allergan, Restasis, Xen, TrueTear; TrueTest, LipiFlow, Thermol PulseThermal Pulsation System, LipiSpan, Mederi, Stretta, TearLab, TearLab Osmolarity System, Lumenis, Array Laser Link, M22, Selecta Duet/Selecta Trio, Smart 532 photocoagulator; Dioptys, NOVA — VEP, eSight, eSight Eyewear, eSight 3, Clarity Medical Systems, HOLOS IntraOp, ScienceBased Health, HydroEye; SuperSonic Imagine, Aziplorer, CytoSorbents, CytoSorb, TouchPoint Medical, AccessPoint, Blue Sea Ophthalmics, Body Vision Medical; Lumenis Surgical; Merit Medical, Micro Medical Solutions, Pharmalogic, Trefoil Therapeutics

Number of accounts gained in 2016: 11
Details of accounts gained: Micro Medical Solutions, Trefoil Therapeutics, CytoSorbents, CytoSorb, TouchPoint Medical, AccessPoint, Lumenis Surgical; Allergan, Xen, TrueTear, CareClick, NeuroRx, Cycliclu, Clearside Biomedical; Vision Share, PDEK, DMEK, Halozyme; Pancreatic 301 Study

Number of accounts lost: 7
Details of accounts lost: NeuroRx, Cycliclu CareClick Clearside Biomedical Curology Health/Ox, Halozyme, Pancreatic 301 Study, SmartVision Labs

Patients & Purpose

200 Varick St., 4th Floor, New York, NY 10014
patientsandpurpose.com

Founded: 2000

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

Full-time employees: 190 (2016), 144 (2015)

Office locations in North America: New York, NY; San Francisco, CA

Senior management: Deb Deaver, CEO and president; Eliot Tyler, managing partner and director of client services; Dina Peck, managing partner and executive creative director; Tom Galati, associate partner and creative director

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science


Number of accounts gained in 2016: 7

Number of accounts lost: 2

Pivot Healthcare Communications

9 Campus Drive, Parsippany, NJ 07054
pivothecare.com

Founded: 2006

Senior management: Cindy Schermerhorn, president and CEO; Kerry Cavender, EVP and director of client services; Anthony Cannon, CFO

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech

Pixacore

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

Founded: 2007


Senior management: Sanjiv Mody, founder and CEO; Dhaval Parikh, EVP and partner; Ben Voss, CTO; Valerie Shane, EVP of brand strategy; Anisha Mody, EVP of finance; Cathy Fenster, creative director, copy, Thom Graves, VP and creative director, Andy Bond, SVP, strategy; Nicole Bamba, managing director and medical director

Recent executive hires: Valerie Shane, EVP of brand strategy (free-lance); Cathy Fenster, creative director, copy (freelance); Nicole Bamba, managing director and medical director (freelance); Andy Bond, SVP of strategy, previously at Sudler & Hennessey

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science


Number of accounts gained in 2016: 7

Number of accounts lost: 2

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15 W 39th St., 13th Floor, New York, NY 10018
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Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, public health/non-profit/NGO, data science


Number of accounts gained in 2016: 7

Number of accounts lost: 2
is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

2016 North American revenue: $10,100,000

North America billings, breakdown by media/source

- 2016 sales materials 10
- 2016 professional digital/web/mobile 40
- 2016 consumer digital/web/mobile 20
- 2016 promotional medical education 20
- 2016 direct marketing 10


Current healthcare/pharma accounts: Bayer, Nexavar U.S., Nexavar Global, Stivarga U.S., Stivarga Global, Xolgo, Eylea Global, betaseron, copanlisib, etemumab, medical affairs; Celgene, Abraxane U.S., Abraxane Global, Revlimid, Otezla, luspatercept, medical affairs; Boehringer Ingelheim, Gilotrif, medical affairs; Sum Pharma, Levulan Kerastick

Number of accounts gained in 2016: 11
Details of accounts gained: Bayer, Xolgo, Eylea Global, betaseron, copanlisib, etemumab, medical affairs; Celgene, Revlimid, Otezla, luspatercept, medical affairs; Boehringer Ingelheim, medical affairs

Precisioneffect

101 Tremont St., Suite 200, Boston, MA 02108
precisioneffect.com

Founded: 1979

Parent company: Precision Medicine Group, 2 Bethesda Metro Center, Suite 850, Bethesda, MD 20814


Office locations in North America: Costa Mesa, CA; Boston, MA

Senior management: Carolyn Morgan, president; Deborah Lotterman, chief creative officer; Paul Balagot, chief experience officer

Recent executive hires: Sneath Whelan, VP of operations; Matthew Potter, VP and group account director; Amy Cypress, VP and group account director; Joanna Beeman, VP and content director; Kevin Flynn, VP and director of medical services; Bruce Nicoll, VP and associate creative director

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

2016 North American revenue: $27,776,820

North America billings, breakdown by media/source

- 2016 sales materials 20
- 2016 professional digital/web/mobile 20
- 2016 professional print ads 5
- 2016 consumer digital/web/mobile 20
- 2016 consumer print ads 5
- 2016 consumer broadcast 10
- 2016 promotional medical education 5
- 2016 direct marketing 10
- 2016 data science 5


Current healthcare/pharma accounts: Acclarent, part of the Johnson & Johnson family of companies, Balloon Sinuplasty Systems; Angen, unable to disclose; Alimera Sciences, Ixumen; Ariad Pharmaceuticals, Inc; Avanir Pharmaceuticals, Onzeva Xeal; Baxalta, now part of Shire; Obizur; Baxalta, now part of Shire; Vorvendi; Biolaas, portfolio; BioXtend, Exact Sciences, Colgaurd; Harvard Business School/Kraft Precision Medicine Accelerator, corporate; Hill-Rom, med-surg/ICU business; Insulet, Omnipod; Kaléo Pharma, Advil-G; Lifebox, Pulse Oximeter, MannKind, Afrezza; Medivation, pipeline products (clinical trial); Medtronic; orthopedics; Merrimack Pharmaceuticals, corporate; Prometheus, Proleukin; ReVision Optics, Raindrop; Sobi, Kineta, Spark Therapeutics, SPK-RPE65; Toshiba America Medical Systems, imaging franchise

Number of accounts gained in 2016: 2
Details of accounts gained: Acclarent, part of the Johnson & Johnson family of companies, Balloon Sinuplasty Systems; Angen, unable to disclose; Baxalta, now part of Shire; Obizur; Baxalta, now part of Shire; Vorvendi; Hill-Rom, med-surg/ICU business; MannKind, Afrezza; Medivation, pipeline products (clinical trial); Medtronic; orthopedics

Number of accounts lost: 2

Precision For Value

60 East 42nd St., Suite 1325, New York, NY 10165
precisionforvalue.com

Founded: 2015

Parent company: Precision Medicine Group, 2 Bethesda Metro Center, Suite 850, Bethesda, MD 20814


Office locations in North America: Austin, TX; Bethesda, MD; Boston, MA; Chicago, IL; Costa Mesa, CA; Gladstone, NJ; Indianapolis, IN; Los Angeles, CA; New York, NY; Oakland, CA; Vancouver, BC

Senior management: Dan Renick, president; Bruce Leavitt, EVP and managing partner; Carlos Delucca, EVP and managing partner; Kelly Wilder, EVP and managing partner; Larry Blandford, EVP and managing partner; Carolyn Harley, SVP and GM

Capabilities/services offered: Digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

2016 North American revenue: $90,919,012


Number of accounts gained in 2016: 7

PRI Healthcare Solutions

140 East Ridgewood Avenue, 176N, Paramus, NJ 07652
prichs.com

Founded: 2008

Parent company: Haymarket Media, 275 7th Avenue, 10th floor, New York, NY 10001

Publicis Life Brands Medicus
250 West 34th St., 5th Floor, New York, NY 10119
plbmedicus.com

Founded: 1972
Parent Company: Publicis Health, part of Publicis Groupe, 250 West 34th Street, 5th Floor, New York, NY 10119

Senior management: Adrian Sansone, EVP and managing director; Jennifer Shirley, EVP and GM; Ellen Gorczyca, EVP and executive creative director; Carl Turner, EVP and head of strategy; Diane Harrison, VP, human resources; David Siflinger, VP and finance director; Brenda Maier, VP, resource management

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

2016 North American revenue: $40,000,000
Details of accounts gained: 6

PulseCX
211 Progress Drive, Suite B, Montgomeryville, PA 18936
PulseCX.com

Founded: 2014
Parent company: Publicis Groupe, 133 Av. des Champs-Élysées, Paris, France 75008

Senior management: Jedd Davis, managing director; Matt McNally, chief media officer; Daniel Dellacoma, EVP, people development and organizational effectiveness; Greg Reilly, EVP and GM; David Nussbaum, EVP, business intelligence; Andrea Palmer, EVP, media; Elyse Rettig, EVP, operations; Raymond Rosti, SVP, search; Marc Loeb, EVP, media

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/non-profit/NGO, data science

2016 North American revenue: $7,000,000
Details of accounts gained: 6
Rapp Health — a division of Rapp Worldwide
220 East 42nd St., 12th Floor, New York, NY 10017
rapp.com
Founded: 1965
Parent Company: Omnicom, 437 Madison Avenue, 9th Floor, New York, NY 10022
Office locations in North America: New York, NY; Dallas, TX; Los Angeles, CA; San Francisco, CA
Senior management: Health Division: Justin Thomas-Copeland, president, NYC and EVP, Rapp Health Worldwide; Tanya Shepley, healthcare lead, North America; Gabe Weiss, chief strategy officer, NYC; Ross Jenkins, SVP of applied data and strategy; Mitchell Caplan, chief growth officer, North America; Global leadership: Marco Scognamiglio, CEO, worldwide; Matt Hafkin, CFO and COO, worldwide; Steve Takla, CFO, Americas
Recent executive hires: Tanya Shepley, healthcare lead, North America, previously at Digitas Health; Gabe Weiss, chief strategy officer, NYC, previously at SapientNitro; Ross Jenkins, SVP of applied data and strategy, previously at GroupM
Capabilities/services offered: Consumer (Rx), OTC/wellness, relationship marketing/direct, digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, data science
North America billings, breakdown by media/source

| 2016 consumer digital/web/mobile | 33 |
| 2016 consumer print ads | 33 |
| 2016 direct marketing | 34 |

Current healthcare/pharma accounts: Pfizer, Viagra Gilead, Harvoni, Epclusa, Johnson & Johnson, LifeScan OneTouch, 23&Me, AARP
Number of accounts gained in 2016: 3
Details of accounts gained:
- Allergan, Alphagan P, Combigan, Lumigan, XEN Glaucoma Treatment System; Boehringer Ingelheim, global; V-Go
- Boehringer Ingelheim, global; Valeritas, V-Go

Razorfish Health
355 Park Avenue South, 6th Floor, New York, NY 10010
razorfishhealth.com
Founded: 1997
Parent Company: Publicis Health/Publicis Groupe, 1 Pennsylvania Plaza, 5th Floor, New York, NY 10119
Senior management: David M. Paragamian, managing director; Karl Tiedemann, EVP, client services; John Kelly, EVP, creative; Keri Hettel, VP and group director analytics; Joann DiGennaro, VP and group director of project management; Carol Bendig, VP, finance; Brandon Ashcraft, VP and group director of technology and innovation; Kyle Bechter, director, new business
Recent executive hires: Transformation was the hallmark of 2016 for Razorfish Health. New executive leadership, a bold new look in the marketplace, and a more efficient integration of agency offerings have led to the addition of five new clients to the agency roster. Razorfish
Health was the original digital agency, but it has evolved into a unique full-service agency and they want everyone to know it. Dave Paragmian started the transformation when he joined Razorfish Health as managing director in 2016. He was quick to make several strategic changes to the agency leadership structure. He promoted John Kelly to EVP and creative director and Keri Hettel to VP and group director of analytics. They joined Karl Tedemann, EVP of client services, Brandon Ashcraft, VP and group director of technology, and Joann DiGennaro, VP and group director of project management on the leadership team. In addition to those internal elevations, Razorfish Health welcomed Carol Bendig, VP and group director of finance, from Publicis Touchpoint Solutions, and Kyle Bechter as director of new business development from Publicis Health Media, which rounded out the leadership team.

**Capabilities/services offered:** Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

**AOR clients:** 15 (2016), 10 (2015)
**Project-based clients:** 2 (2016), 5 (2015)
**Current healthcare/pharma accounts:**
**Number of accounts gained in 2016:** 5
**Number of accounts resigned:** 1

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**Red House**

Red House
10 Roswell St., Ste. 200, Alpharetta, GA 30009
redhousehealthcare.com

**Founded:** 2002

**Full-time employees:** 25 (2016), 25 (2015)

**Senior management:**
- Dan Hansen, senior partner, Steve Reeves, partner, Terry McLane, CFO

**Capabilities/services offered:**
- Professional (marketplace/sales), relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

**2016 North American revenue:** $2,500,000

**AOR clients:** 5 (2016), 4 (2015)

**Project-based clients:** 5 (2016), 4 (2015)

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**Featured Work**

**Description:** When you have a technology solution that can genuinely help make a clinical impact at the point of care, you want to get the message into the right hands — in the most meaningful way. For ClinicalKey, an Elsevier solution, that meant a highly integrated, targeted campaign. Why is your sample ad special? The client selected 500 facilities that were most likely to value the impact that ClinicalKey could have on their care. And they weren’t wrong. The campaign rang up a 21% response rate, coupled with an 87% recall rate.

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**Relevate Health Group**

4270 Ivy Pointe Blvd., Suite 220, Cincinnati, OH 45245
relevatehg.com

**Founded:** 2007

**Full-time employees:** 75 (2016), 70 (2015)

**Senior management:**
- Bill Goldberg, CEO; Jeff Spanbauer, president and COO; Scott Weintraub, president and CDO

**Recent executive hires:**
- Bruce Kennedy, executive practice leader, previously at Duke Health Systems; Todd Sebastian, VP of client partnership hospitals; Tim Tuttle, CFO and VP, Relevate shared services

**Capabilities/services offered:**
- Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, data science

**Project-based clients:** 99 (2016), 85 (2015)
**Number of accounts gained in 2016:** 18

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**Renavatio Healthcare Communications**

27-29 Cambridge Lane, Newtown, PA 18940
renavatiogroup.com

**Founded:** 2007

**Full-time employees:** 29 (2016), 28 (2015)

**Senior management:**
- Sheila Gerus, owner and managing partner; Larry laQuinto, owner and managing partner; Celine Darche, VP of operations; Symon Erskine, VP of science and early commercialization; Joe Vitale, VP and creative director; Kathy Zaiser, VP of client services

**Capabilities/services offered:**
- Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech

**North America billings, breakdown by media/source**

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<thead>
<tr>
<th>Media/Source</th>
<th>2016 Sales</th>
<th>2015 Sales</th>
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<td>Sales materials</td>
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<td>Consumer digital/web/mobile</td>
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<td>Promotional medical education</td>
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<td>10</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>10</td>
<td>10</td>
</tr>
</tbody>
</table>

**AOR clients:** 8 (2016), 7 (2015)
**Project-based clients:** 8 (2016), 7 (2015)

**Current healthcare/pharma accounts:** Abbott Point of Care, i-STAT System
Recent executive hires: Robb DeFilippis, EVP and director of production and operations; Tyler Montague, EVP and director of client services

Capabilities/services offered: Consumer (Rx), OTC/wellness, med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/non-profit/NGO, data science


RevHealth
55 Bank Street, Morristown, NJ 07960
revelhealth.com

Founded: 2006
Senior management: Bruce Epstein, managing partner and owner; Bruce Medd, managing partner and owner; Brian Wheeler, managing partner and owner

FEATURED WORK
Description: Pinworm infections are three times more common than head lice and more difficult to see and diagnose. An itchy bottom is the characteristic symptom. Using stuffed toys, “scratching” communicates in a way that’s not too alarming for parents. The toys, with simple, fact-based web content, support that “Emverm doesn’t toy with pinworm.”

Saatchi & Saatchi Wellness
355 Park Avenue South, 3rd Floor, New York, NY 10010
saatchiwelness.com

Founded: 1979
Parent company: Publicis Health, 1 Penn Plaza, 5th Floor, New York, NY 10119
Senior management: J. D. Cassidy, managing director; Kathy Delaney, global chief creative officer; Carmesina Ochoa, EVP and finance director; Erica Kirwin, VP and HR director; Tim Mitchell, SVP and chief medical officer; Kristin Volk, chief planning officer; Victoria Summers, EVP of strategic innovation; Robb DeFilippis, EVP and director of production and operations; Tyler Montague, EVP and director of client services; Sharon Suchotliff, SVP and engagement strategist; Kevin Troyanos, SVP of marketing analytics

Recent executive hires: Robb DeFilippis, EVP and director of production and operations; Tyler Montague, EVP and director of client services

Capabilities/services offered: Consumer (Rx), OTC/wellness, med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/non-profit/NGO, data science


Number of accounts gained in 2016: 3
Details of accounts gained: Coherus, Kite Pharma, Medivation

Number of accounts lost: 1
Details of accounts lost: Pharmacyclics; Imbruvica
Scout Marketing
3391 Peachtree Rd. NE, Suite 105, Atlanta, GA 30326
findscout.com

Parent company: The Stagwell Group, 1700 K Street NW, #750, Washington, DC 20006
Founded: 1999

Office locations in North America: Atlanta; Chicago; San Diego
Senior management: Jennifer Brekke, CEO; Bob Costanzo, chief creative officer; Raffi Siyahian, president, healthcare; Allen Stegall, executive director of strategy, healthcare

Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

North America billings, breakdown by media/source
2016 sales materials 15
2016 professional digital/web/mobile 20
2016 professional print ads 10
2016 consumer digital/web/mobile 25
2016 consumer print ads 10
2016 consumer broadcast 10
2016 direct marketing 10


FEATURED WORK
Description: ONFI (clobazam) CIV is a medication prescribed to treat seizures associated with Lennox-Gastaut Syndrome, a rare condition affecting both pediatric and adult patients. LGS is characterized, in part, by typically severe seizures, including drop seizures.

Why is your sample ad special?
ONFI is in its sixth year of branded promotion with Scout. As we looked to create this latest campaign evolution, we were pleased to return a focus on efficacy in the tough fight against LGS seizures. We built on the brand equity of our original dragon, with an evolved appearance, leading with a decisive communication of the brand’s differentiating benefits.

Sentrix Health
230 Park Avenue South, 10th Floor, New York, NY 10003
sentrixhealth.com

Parent company: Sudler & Hennessey, 230 Park Avenue South, 8th Floor, New York, NY 10003
Founded: 1990

Senior management: June Carnegie, EVP and managing director; Cara Morgan, EVP and client service director; Chris Watson, EVP and creative director; David Hymson, SVP and strategy director; David Traini, SVP and creative director; Florence Michelet, SVP and media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise

Recent executive hires: Cara Morgan, EVP and client service director; David Hymson, SVP and strategy director
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise

North America billings, breakdown by media/source
2016 sales materials 1,000,000
2016 professional digital/web/mobile 4,000,000
2016 consumer digital/web/mobile 5,000,000
2016 other 800,000


Current healthcare/pharma accounts: Boehringer Ingelheim, Flomax, Combivent, BI 501, Shire, Ophioca, Kowa Pharmaceuticals, Livalo, Ipsen, Biopharmaceuticals, Dysport, SomatulineDepot, Increlex; Afaxys: GPO and Pharma; CSL Behring; Haegarda; Abbvie: Oncology; Intuitive Surgical, Eisai, Lenvima, Aloxi; Neodxine Biosciences, Embrace Star Therapy

Number of accounts gained in 2016: 7
Details of accounts gained: Boehringer Ingelheim: BI 501, Combivent; Ipsen Biopharmaceuticals: Dysport, SomatulineDepot, Increlex; Afaxys: GPO and pharma accounts

Number of accounts lost: 1
Details of accounts lost: Iroko Pharmaceuticals: Vivlodex, Zorvolex, Tivorbex

Iroko Pharmaceuticals: Vivlodex, Zorvolex, Tivorbex
Squint Metrics

640 W. 28 St., 9th Floor, NY 10001
squintmetrics.com

Founded: 2016
Full-time employees: 75 (2016)
Senior management: Peter Korian, CEO; Marc Porter, managing director; John Leone, SVP, strategy and analytics; Brian Kerrigan, VP, tech and UX; Liz Adams, VP, content strategy
Recent executive hires: Liz Adams, VP of content strategy, formerly with CDM
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science
North America billings, breakdown by media/source
2016 sales materials 35
2016 professional digital/web/mobile 30
2016 professional print ads 20
2016 promotional medical education 10
2016 data science 5

Current healthcare/pharma accounts: Pfizer, J&J, Lilly, GSK
Number of accounts lost: 1
Details of accounts lost: Dynavax

Silverlight Digital

15 East 32nd St., 3rd Floor, New York, NY 10016
silverlightdigital.com

Founded: 2014
Full-time employees: 23 (2016), 16 (2015)
Senior management: Lori Goldberg, CEO; Michael Ackerman, VP, business development; Nick Rane, media director; David Sapinski, account director
Recent executive hires: Nick Rane, media director
Capabilities/services offered: Consumer (Rx), OTC/wellness, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech
2016 North American revenue: $4,200,000
North America billings, breakdown by media/source
2016 professional print ads 400,000
2016 consumer digital/web/mobile 3,600,000
2016 consumer print ads 200,000

Current healthcare/pharma accounts: Meda, Dymista, Aerospin; Mylan, Proctofoam; Cempra, Solithromycin; Radius, Tymlos; Alnylam, Patisiran, Flexion, Zilretta, Jazz Pharmaceuticals; Defitelio, Vyxeos
Number of accounts gained in 2016: 8
Details of accounts gained: Mylan, Proctofoam; Radius, Tymlos; Alnylam, Patisiran, Flexion, Zilretta, Jazz Pharmaceuticals; Vyxeos
Number of accounts lost: 5

StoneArch

710 South 2nd St., 7th Floor, Minneapolis, MN 55401
stonearchcreative.com

Founded: 1984
Senior management: Judy Kessel, founder and chair; Jerrold Gershon, CEO; Jessica Boden, president; Cassie Benowitz, VP, strategy and planning; Phil Hoch, executive creative director; Katie Uphus, senior director, operations
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, public health/nonprofit/NGO
2016 North American revenue: $9,800,000
**North America billings, breakdown by media/source**

<table>
<thead>
<tr>
<th>Media/Source</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales materials</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Professional print ads</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Consumer print ads</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>20</td>
<td></td>
</tr>
</tbody>
</table>

**AOR clients:** 3 (2016), 3 (2015)

**Project-based clients:** 2 (2016), 2 (2015)

**Current healthcare/pharma accounts:** Gilead Sciences, hep.-C franchise; Acadia Pharmaceuticals, Nuplazid; Amniox Medical, Clarix, Neo, Respina; Alcon, IOLs; Sunovion, new product, Amgen, Imlygic

**Number of accounts gained in 2016:** 4

**Details of accounts gained:** Acadia Pharmaceuticals, Nuplazid; Amgen, Imlygic; Amniox, Respina, Sunovion, new product

**Number of accounts lost:** 1

**Details of accounts lost:** Amgen, Neulasta OnPro

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**Sudler New York**

230 Park Ave. South, 8th Floor, New York, NY 10003
sudlerny.com

**Founded:** 1941

**Parent Company:** WPP, 27 Farm Street, London, U.K. W1J 5RJ

**Full-time employees:** 350 (2016), 350 (2015)

**Office locations in North America:** New York; San Francisco

**Senior management:** Rob Rogers, CEO; John Marchese, managing director; David Cherry, chief digital officer; Joe Gattuso, EVP of strategic planning; Amy Duda, EVP of strategic planning; Chris Duffey, EVP and global director of creative and technology; Jean Christenson, EVP and executive creative director of content; Robin Davenport, EVP and executive creative director of content; Helen An, SVP and executive creative director of content; Allen Singer, SVP and director of operations; Jennifer Boehmer, EVP and director of client engagement; Jo-Anne Callahan, SVP and client partner

**Recent executive hires:** Allen Singer, SVP and director of operations; Helen An, EVP and executive creative director of content; Maha Elashri, SVP and management supervisor

**Capabilities/services offered:** Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/non-profit/NGO, data science

**AOR clients:** 3 (2016), 2 (2015)

**Project-based clients:** 2 (2016), 2 (2015)

**Current healthcare/pharma accounts:** Gilead Sciences, hep.-C franchise; Acadia Pharmaceuticals, Nuplazid; Amniox Medical, Clarix, Neo, Respina; Alcon, IOLs; Sunovion, new product, Amgen, Imlygic

**Number of accounts gained in 2016:** 4

**Details of accounts gained:** Acadia Pharmaceuticals, Nuplazid; Amgen, Imlygic; Amniox, Respina, Sunovion, new product

**Number of accounts lost:** 1

**Details of accounts lost:** Amgen, Neulasta OnPro

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**Strikeforce Communications**

1 Little West 12th St., 2nd Floor, New York, NY 10014
strikeforcenyc.com

**Founded:** 2008

**Full-time employees:** 35 (2016), 35 (2015)

**Senior management:** Mike Rutstein, founder and CEO; Patricia Prugno, founding partner and managing director

**Capabilities/services offered:** Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/non-profit/NGO, data science


**Project-based clients:** 5 (2016), 5 (2015)

**Number of accounts gained in 2016:** 4

**Number of accounts lost:** 1

**Number of accounts resigned:** 1

**FEATURED WORK**

**Description:** To help Medela launch its first smart breast pump, Sonata, we created an integrated market conditioning, teaser, and launch campaign that tapped into the sense of empowerment millennial moms feel about breastfeeding. Within two months of launch, Sonata received 1.6 million video views and 14 million social media impressions and gained 60,000 social engagements — all while exceeding its annual e-commerce sales goal.
Symbiotix
1020 Monarch St., 2nd Floor, Lexington, KY 40513
symbiotix.com

Founded: 1998
Parent company: Havas Health & You, 200 Madison Avenue, New York, NY 10016
Office locations in North America: Lexington, KY; Hamilton, NJ
Senior management: Sally Jagelman, president; John Ponsoll, EVP
Capabilities/services offered: Professional (marketplace/sales), med ed (on-label, non-CME type), data science
Number of accounts gained in 2016: 4
Number of accounts lost: 1
Number of accounts resigned: 1

Triple Threat Communications
140 East Ridgewood Ave., Suite 415ST, Paramus, NJ 07652
tchecomm.com

Founded: 2004
Senior management: Tim Frank, owner and managing partner; Bob Hogan, EVP and director of consumer services; Meher Khambata, director of production and operations; John Lopos, EVP and head of commercial strategy; Jesse Pease, head of digital; Jeff Perino, creative director; Francesca Harris, creative director
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), relationship marketing/direct, med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science
2016 North American revenue: $13,700,000

TBWA\WorldHealth
488 Madison Avenue, 4th Floor, New York, NY 10022
tbwaworldhealth.com

Founded: 2016
Parent company: Omnicom, 437 Madison Avenue, New York, NY 10022
Full-time employees: 325 (2016)
Office locations in North America: New York, NY; Chicago, IL; Irvine, CA; San Francisco, CA; Jersey City, NJ
Senior management: Sharon Callahan, CEO; Robin Shapiro, global president; Jamie Pfaff, chief creative officer; Dan Chichester, chief digital officer; Brian Carr, CFO; Paul Pfeifer, chief strategy officer; Meaghan Onofrey, managing partner; Kristen Gengaro, managing partner; Jonathan Isaacs, chief creative officer, TBWA\Health Collective; Oswaldo Barbosa, group account director, TBWA\Health Collective
Recent executive hires: Brian Carr, CFO; Jennifer Gross, VP of business development; Jonathan Isaacs, chief creative officer, TBWA\Health Collective; Oswaldo Barbosa, group account director, TBWA\Health Collective
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science
North America billings, breakdown by media/source
2016 sales materials 40
2016 professional digital/web/mobile 30
2016 professional print ads 5
2016 consumer digital/web/mobile 15
2016 promotional medical education 5
2016 direct marketing 5

Underscore Marketing
17 State St., Suite 1910, NY 10004
underscoremarketing.com

Founded: 2002
Full-time employees: 60 (2016), 48 (2015)
Office locations in North America: New York, NY; Morristown, NJ; Trumbull, CT
Senior management: Lauren Boyer, CEO; Tom Hespos, CMO; Chris Tuleya, EVP, media, Eric Vollmuth, EVP and managing director; Kevin Wenig, EVP, finance
Recent executive hires: Eric Vollmuth, EVP and managing director, previously director of client services and business development at Ogilvy and Intouch Solutions
**Capabilities/services offered:** Professional (marketplace/sales), consumer (Rx), OTC/wellness, media planning and buying (consumer or professional), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

**AOR clients:** 15 (2016)

**Project-based clients:** 6 (2016)

**Number of accounts gained in 2016:** 6

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**Viscira**

200 Vallejo, San Francisco, CA 94111
viscira.com

**Founded:** 2007

**Parent company:** WPP, 27 Farm Street, London, U.K. W1J 5RJ

**Senior management:** David Gulezian, president and CEO; Rick Barker, COO; Jeff Asada, VP, business development; Kimberly Davis Wells, VP, client services; Nat Fast, VP, software development; Hagop “Kane” Kaneboughiazian, VP, animation; Shan Jaffar, VP, production

**Capabilities/services offered:** Professional (marketplace/sales), consumer (Rx), relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, data science

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**W2O Group**

50 Francisco St., 400, San Francisco, CA 94133
w2ogroup.com

**Founded:** 2001

**Full-time employees:** 472 (2016), 427 (2015)

**Office locations in North America:** San Francisco (HQ); New York; Austin; Atlanta; Boston; Chicago; London; Los Angeles; Minneapolis; Wilmington; Morristown; New Hope; Philadelphia

**Senior management:** Jim Weiss, CEO and chairman; Bob Pearson, vice chairman and chief innovation officer; Jennifer Gottlieb, chief client service officer; Richard Neave, CFO; Eric Bacolas, chief people officer; Annalise Coady, president, Twist; Andrea Johnston, president, Pure; Kevin Johnson, president, Marketeching; Adam Cosman, chief digital officer and president, Sentient; Emily Poe, global practice leader, healthcare communications; Seth Duncan, chief analytics officer; Paulo Simas, chief creative officer; Angela Gillespie, chief strategy officer, global medtech practice; Gary Grates, head of global brands and corporate strategy; Aaron Strout, chief marketing officer; Anita Bose, head of client and business development

**Recent executive hires:** Richard Neave, CFO, previously with Huntsworth Health; Eric Bacolas, chief people officer, previously with Conductor and 360i; Angela Gillespie, chief strategy officer, global medtech practice, previously with NeuWave Medical; Emily Poe, global practice leader, healthcare communications, previously with Cohn & Wolfe; Marie DiFrancoceco, managing director, corporate and strategy, previously with Cohn & Wolfe; Mike Huckman, global practice leader, executive communications, previously with Publicis Groupe/CNBC

**Capabilities/services offered:** Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, media planning and buying (consumer or professional), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

**2016 North American revenue:** $113,600,000

**North America billings, breakdown by media/source**

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016 consumer digital/web/mobile</td>
<td>8,288,000</td>
</tr>
<tr>
<td>2016 public relations</td>
<td>70,000,000</td>
</tr>
<tr>
<td>2016 data science</td>
<td>32,560,000</td>
</tr>
<tr>
<td>2016 other</td>
<td>4,000,000</td>
</tr>
</tbody>
</table>

**AOR clients:** 40 (2016), 28 (2015)

**Project-based clients:** 80 (2016), 28 (2015)

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**Warhaftig Associates**

740 Broadway, 12th Floor, New York, NY 10003
warhaftig.com/access-marketing.html

**Founded:** 1982

**Full-time employees:** 9 (2016), 8 (2015)

**Senior management:** Matt Warhaftig, principal; Hande Dogu, SVP, account management; Ali Naquvi, senior copywriter

**Recent executive hires:** Ali Naquvi, senior copywriter

**Capabilities/services offered:** Professional (marketplace/sales), consumer (Rx), payer/managed markets/access

**2016 North American revenue:** $2,700,000

**North America billings, breakdown by media/source**

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016 sales materials</td>
<td>2,200,000</td>
</tr>
<tr>
<td>2016 professional digital/web/mobile</td>
<td>50,000</td>
</tr>
<tr>
<td>2016 professional print ads</td>
<td>50,000</td>
</tr>
<tr>
<td>2016 other</td>
<td>400,000</td>
</tr>
</tbody>
</table>

**AOR clients:** 4 (2016), 2 (2015)

**Project-based clients:** 6 (2016), 3 (2015)

**Current healthcare/pharma accounts:** Pfizer, customer strategy and solutions group; Novartis managed markets, Gilenya, Cosentyx, Entresto, Xolair; Sunovion, Latuda, Aptiom; Sanofi/Regeneron managed markets and access services, Dupixent, Eyelea

**Number of accounts gained in 2016:** 4
Details of accounts gained: Sunovion managed markets for Aptiom. Pull-through and special projects for Novartis managed markets and regional marketing — Cosentyx, Entresto

FEATURED WORK
Description: We worked very closely with the Pfizer team to formulate how best to communicate the diverse abilities of the team and how they help their employer customers understand the total value of Pfizer branded products.

Wunderman Health
3 Columbus Circle, Floors 10 & 11, New York, NY 10019
wunderman.com/about/wunderman-health-services

Founded: 2010
Parent company: WPP, 27 Farm Street, London, U.K. W1J 5RJ
Office locations in North America: Chicago; Kansas City; Memphis; New York; St. Louis; Washington, DC
Senior management: Becky Chidester, CEO, Wunderman Health; Matt Connor, EVP, and executive creative director, Wunderman Health; Jeff Ross, president, Wunderman Health DC; Dennis Barnes, president, Wunderman Health NY; William Martino, managing director, Wunderman Health; Deborah Furey, EVP of strategy and audience-driven marketing, Wunderman Health; Cassandra Sinclair, EMEA lead, Wunderman Health; Mo Zouina, managing director, Wunderman Health Brussels
Recent executive hires: Deborah Furey, EVP, strategy and audience-driven marketing, Wunderman Health, previously at Merkle
Capabilities/services offered: Professional (marketplace/sales), consumer (Rx), OTC/wellness, relationship marketing/direct, digital (a separate practice within the agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech, public health/nonprofit/NGO, data science

North America billings, breakdown by media/source

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>professional digital/web/mobile</td>
<td>20</td>
</tr>
<tr>
<td>consumer digital/web/mobile</td>
<td>60</td>
</tr>
<tr>
<td>direct marketing</td>
<td>10</td>
</tr>
<tr>
<td>data science</td>
<td>10</td>
</tr>
</tbody>
</table>

Number of accounts gained in 2016: 9
Number of accounts lost: 4