

AGENCY

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.

AGENCY A-Z



2e Creative

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

2ecreative.com

Founded: 1999

Full-time employees: 55 (2016), 50 (2015)

Senior management: Ross Toohey, president and CEO; Steve Roseman, COO; Lynda McClure, VP, creative; Brandon Chuang, VP, activation; Melinda Love, VP, engagement; Maggie Piasecki, VP, strategy

Recent executive hires: Melinda Love, VP, engagement, formerly EVP, Omnicom; Maggie Piasecki, VP, strategy, formerly marketing director, Appistry Genomics; Mary Habermaas, director, digital, formerly lead producer, HLK

Capabilities/services offered: Professional (marketplace/sales), 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: \$8,750,000

North America billings, breakdown by media/source

2016 sales materials	15
2016 professional digital/web/mobile	25
2016 professional print ads	15
2016 consumer digital/web/mobile	10
2016 consumer print ads	10
2016 consumer broadcast	5
2016 promotional medical education	15
2016 data science	5

AOR clients: 8 (2016), 7 (2015)

Project-based clients: 12 (2016), 10 (2015)

Current healthcare/pharma accounts: Alcon, Contoura, Ngenuity; Novartis, Ciprodex, Durezol, Ilevro, Moxeza, Vigamox; Johnson & Johnson, Cataract Portfolio, Catalys, Symphony, Helon, Tecnis; Cumberland Pharma, Krystalose; Ekso Bionics, Eksogt; Isto Biologics, Cellpoint, Inqu, Influx, Magellan; ZimmerBiomet, Spinal Portfolio

Number of accounts gained in 2016: 4

Details of accounts gained: Alcon, Contoura, Ngenuity; Cumberland Pharma, Krystalose; Ekso Bionics, Eksogt

Number of accounts lost: 1

Details of accounts lost: Alkermes, Vivitrol

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 IOLs, we recommended a proactive approach to disease state education that better clarifies the IOL 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 IOL 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

AbelsonTaylor

Full-time employees: 408 (2016), 408 (2015)

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/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

2016 North American revenue: \$75,259,000

North America billings, breakdown by media/source

2016 sales materials	45
2016 professional digital/web/mobile	15
2016 professional print ads	8
2016 consumer digital/web/mobile	15
2016 consumer print ads	6
2016 consumer broadcast	8
2016 other	3

AOR clients: 24 (2016), 22 (2015)

Project-based clients: 1 (2016), 0 (2015)

Current healthcare/pharma accounts: Alexion, Strensiq; Allergan, Aczone DTC, Botox Migraine DTC, Rhofade DTC; Amgen, Enbrel; Astellas Pharma, Ambisome, Mycamine; AstraZeneca, Tagrisso, Iressa, Durvalumab, Tremelimumab; Avanir, Nuedexta DTC; Chiesi, Bethkis, Cardene IV, Cleviprex, Curosurf, Kengreal, Pertzeye, Zylflo CR; Cooper Surgical, Endosee; CSL Behring, Afstyl, Berinert, CSL 830, Hizentra, Humate-P, Idelvion, Kcentra, Privigen, Eli Lilly/Daiichi Sankyo, Effient; Eli Lilly, Forteo; Fresenius Kabi, Kabiven, Diprivan, Levofloxacin, Naropin; Gilead, Letairis, TAF; Grifols, new product; AMAG, Makena; Mallinckrodt, H.P. Acthar Gel; Orexigen, Contrave; Otsuka, Nuedexta; Pacira, Exparel; Sunovion Pharmaceuticals, Latuda, Aptiom, New Product; Takeda Pharmaceuticals, Dexilant, Oseni, Nesina, Kazano, Amitiza; Therapeutics MD, new product; Vericel, MACI

Number of accounts gained in 2016: 16

Details of accounts gained: Alexion, Strensiq; Chiesi, Cleviprex, Kengreal; CSL Behring, Berinert; Pacira, Exparel; Sunovion, new product; Therapeutics MD, new product; Vericel, MACI

Number of accounts lost: 9

Details of accounts lost: AstraZeneca, Symbicort, Pulmicort, Daliresp, PT-001, PT-003, Tudorza; Smith & Nephew, Santyl, Regranex, Iodosorb

Number of accounts resigned: 5

Details of accounts resigned: Amgen, Corlanor 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
theaccessgp.com

Founded: 1998

Full-time employees: 129 (2016), 126 (2015)

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 Motto, 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

2016 promotional medical education	10
2016 other	90

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

Project-based clients: 35 (2016), 35 (2015)

Number of accounts gained in 2016: 5

Number of accounts lost: 5

ApotheCom

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

Founded: 1995

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

Full-time employees: 200 (2016), 175 (2015)

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

2016 promotional medical education	30
2016 other	70

AOR clients: 11 (2016), 9 (2015)

Project-based clients: 32 (2016), 23 (2015)

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

Full-time employees: 325 (2016), 240 (2015)

Senior management: Renee Mellas, 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 Robb 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

2016 sales materials	24
2016 professional digital/web/mobile	38
2016 professional print ads	12
2016 consumer digital/web/mobile	18
2016 consumer print ads	2
2016 promotional medical education	3
2016 other	3

AOR clients: 20 (2016), 16 (2015)

Current healthcare/pharma accounts: Astellas; Avanir; Bayer; Beiersdorf; Boehringer Ingelheim/Lilly; Daiichi Sankyo; Eagle Pharmaceuticals; Genentech; Gilead; GSK; Hycor; Indivior; Inmed; 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

AGENCY A-Z

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

Artcraft Health

39 Highway 12, Flemington, NJ 08822
artcrafthealth.com

Founded: 2008

Senior management: Stephanie Murrin, chief creative officer; Brian Schaechter, VP, clinical trials; Mary Testa, VP, creative director; Lynn Altmaier, VP, director of content; Anthony Marucci, VP, strategy and client development; Brett Zimmermann, VP



Arteric

475 Springfield Ave., Suite 302-310,
Summit, NJ 07901
arteric.com

Founded: 1999

Full-time employees: 22 (2016),
18 (2015)

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

2016 North American revenue: \$4,000,000

North America billings, breakdown by media/source

2016 professional digital/web/mobile	65
2016 consumer digital/web/mobile	25
2016 other	10

Project-based clients: 35 (2016), 20 (2015)

Current healthcare/pharma accounts: Celgene, Otezla HCP, Otezla Global, unbranded initiatives with I&I, global innovations group research oncology (U.S.), corporate communications, medical communications U.S. and Australia; Daiichi Sankyo, Edoxaban; Transforming Medicine, The Elizabeth Kauffman Institute; Matrixx, Zicam; Moberg Pharmaceuticals, Balmex; Weber Shandwick U.K., Millefeuille; McCann, RiseAgainstPsoriasis

Number of accounts gained in 2016: 3

Details of accounts gained: Matrixx Initiatives, Zicam; Weber Shandwick U.K., Millefeuille; McCann, RiseAgainstPsoriasis



FEATURED WORK

Description: The overwhelming success of Arteric's global framework technology led to its expansion at Celgene. Global framework technology centralizes management of infrastructure, content, and security functions. Web-asset development time and cost is reduced and global brand alignment is simplified. Global frameworks were developed for Celgene's Medical Information Group and the Otezla team.

Why is your sample ad special? Global frameworks empower country stakeholders that lack resources to develop localized sites that meet local laws and regulations within guidelines set by the global marketing organization. Costs and agency dependencies are reduced by central coordination and execution. Simultaneous security fixes across the network of sites accelerate security-incident response time.

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

Full-time employees: 305 (2016), 290 (2015)

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 Stonner, MSN, SVP; Patrick Kelley, EVP, creative services; Todd Wright, SVP; 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 ZS 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)

2016 North American revenue: \$38,100,000

North America billings, breakdown by media/source

2016 professional digital/web/mobile	20
2016 promotional medical education	70
2016 other	10

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

Project-based clients: 58 (2016), 46 (2015)

Number of accounts gained in 2016: 26

Number of accounts lost: 11

Number of accounts resigned: 1

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

North America billings, breakdown by media/source

2016 sales materials	10
2016 professional digital/web/mobile	10
2016 professional print ads	10
2016 consumer digital/web/mobile	20
2016 consumer print ads	10
2016 consumer broadcast	15
2016 data science	10
2016 other	15

AOR clients: 8 (2016), 5 (2015)

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

Current healthcare/pharma accounts: Allergan, Restasis rEVO, Atryn Ferring, Zomacton 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

Behavioral Insights Group

100 Brandywine Blvd., 2nd Floor, Newton, PA 18940

inventivhealthcommunications.com

Founded: 1996

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

Full-time employees: 23 (2016), 28 (2015)

Senior management: Kathleen Starr, managing director; Dave Grillo, SVP, creative director; Bobbi Casey-Howell, SVP, CRM strategy; Dennis McCormack, VP, client development; Jennifer Hunter, VP, account director

Recent executive hires: Jennifer Hunter, VP, account director

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

Benchworks

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

North America billings, breakdown by media/source

2016 sales materials	1,716,000
2016 professional digital/web/mobile	2,574,000
2016 professional print ads	858,000
2016 consumer digital/web/mobile	2,574,000
2016 consumer print ads	858,000
2016 promotional medical education	550,000
2016 direct marketing	770,000
2016 public relations	550,000
2016 data science	550,000

AOR clients: 6 (2016), 4 (2015)

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Project-based clients: 25 (2016), 20 (2015)

Current healthcare/pharma accounts: Shire, Vyvanse, SPH465, Cinryze, Firazyr; West, SmartDose, Crystal Zenith, Verux, NovaPure, LyoSeal, SelfDose, NovaGuard; Otsuka, Samsca, Abilify, Abilify Maintena, Assure, Breathtek; Vernalis, Moxatag, Tuzistra XR; Sebela, Brisdelle, Lotronex; Tonix, TNX-102 SL; Noven, Corporate, Daytrana, Minivelle, CombiPatch, HP3070; Noramco, Corporate; Strongbridge, Corporate; Teva, Amrix, Fentora, Nuvigil, Synribo; Quest, Qnatal; NEOS, Adzenys XR-ODT, Cotempla XR-ODT; Valeant, Sales Training - Jublia, Cycloset, Xifaxan, Lotronex, Viberzi, Wellbutrin XL, Relistor, Xifaxan; EMD Serono, Rebif; Supernus, OxtellarXR, TrokendiXR; Pfizer, Benefix, Xyntha, Genotropin, Somavert, Trumenba, Rivipansel, Xeljanz, Eyleyo, Enbrel; Apobiologix, Grastofil, Lapelga; Vanda, Fanapt, Hetlioz; CSL, Hizentra; UCB, Cimzia

Number of accounts gained in 2016: 10

Details of accounts gained: CSL, drug; Mallinckrodt, corporate; Quest, brand; Radius, brand; Sebela, Brisdell; Teva, brand; UCB, brand; Valeant, brand; Vanda, brand; Vernalis, brand

Number of accounts resigned: 2

Details of accounts resigned: Apobiologics, brand — product not approved by FDA; Noramco, corporate — acquired by another company



FEATURED WORK

Description: The Clinical Experience Kit was developed to function as a comprehensive resource for KOLs to introduce their patients to Adzenys XR-ODT. It included brochures, forms, a flash drive, and return envelopes. The easy-to-complete format enables KOLs to share their clinical experience

regarding patients who were prescribed Adzenys XR-ODT.

Why is your sample ad special? The core visuals revolve around impactful photographs that feature closely cropped portraits of patients that emphasize the proprietary technology behind Adzenys XR-ODT: the first and only extended release orally disintegrating tablet medication for ADHD. This unique visual approach resonated with multiple audiences including KOLs, office staff, patients, and caregivers.

Biolumina

75 Varick St., 10th Floor, New York, NY 10013

biolumina.com

Founded: 2008

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

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

Recent executive hires: Gerry McLaughlin, SVP, executive creative director, previously at H4B Catapult; Valerie Wagner, SVP, associate creative director, art, previously at Harrison and 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

2016 sales materials	50
2016 professional digital/web/mobile	35
2016 professional print ads	10
2016 consumer digital/web/mobile	5

AOR clients: 7 (2016), 8 (2015)

Current healthcare/pharma accounts: Novartis, Signifor LAR, Sandostatin LAR, Kisqali, Afinitor, Tyverb, breast-cancer franchise; Agios, Ivosidenib; Array, Binimetinib, Encorafenib; Genentech, Polatuzumab Vedotin; Pierre Fabre, Encorafenib

Number of accounts lost: 1

Details of accounts lost: AbbVie/Genentech, Venetoclax

thebloc

The Bloc

32 Old Slip, 15th Floor, New York, NY 10005

thebloc.com

Founded: 2000

Full-time employees: 180 (2016), 180 (2015)

Senior management: Susan Miller, founding partner; Rico Viray, founding partner; Jennifer Matthews, president and managing partner; Elizabeth Elfenbein, partner, creative; Stephanie Berman, partner, creative; Art Chavez, partner, business; Alan Posner, partner, finance; Prodeep Bose, growth and innovation; Dan Sontupe, payer; Barbara LePetri, medical and scientific services; Megan Fabry, engagement strategy; Antoinette Bobbitt, strategic planning

Recent executive hires: Barbara LePetri, managing director, SVP, medical and scientific services; Antoinette Bobbitt, SVP, strategic planning; Lisa Schwartz, SVP, director, operations; Katya Petrova, EVP, Bloc U.S. managing 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

2016 North American revenue: \$42,000,000

North America billings, breakdown by media/source

2016 sales materials	15
2016 professional digital/web/mobile	20
2016 professional print ads	2
2016 consumer digital/web/mobile	19
2016 consumer print ads	2
2016 consumer broadcast	5
2016 promotional medical education	2
2016 direct marketing	2
2016 other	25

AOR clients: 20 (2016), 18 (2015)

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

Current healthcare/pharma accounts: Acorda: payer projects; Plumiaz Allergan; Vraylar; AstraZeneca: Benralizumab; Brilinta payer; Brilinta HCP; Bydureon

MM; CAPS (CP&S); Diabetes Access Support; Diabetes Portfolio; Farxiga; Farxiga/Xigduo payer; IO project; MAPS; misc. payer pull-through; Oncology; Onglyza; Onglyza/Kombiglyze (payer); above brand payer projects; Saxa/Dapa (Otern) Basilea; Cresemba, Zevtera BDSI; Bunavail payer, Bunavail HCP Becton Dickinson; advanced diabetes care BMS; Empliciti (global); Empliciti (U.S.); Empliciti (patient) BMS; Pfizer; Eliquis U.S.; Eliquis Global; Eliquis local markets Celgene; Federal GPO-SOS MM ConvaTec; ostomy CRM Genentech; emicizumab (global); emicizumab (U.S.); emicizumab (digital); GSK; Bexsero; Menveo Guerbet; Lipiodol HAP; Spencer automated medication system; Human Longevity; cancer exome; corporate; Health Nucleus; whole genome sequencing KemPharm; pipeline projects Merck: 1st Rx Direct U.S.; Arcoxia Global (Ex-U.S.); Asmanex U.S.; Celestone U.S.; Emend Chemo-induced Nau&Vomit Gbl (Ex-U.S.); Emend Chemo-induced Nausea & Vomiting U.S.; Follistim/Ganirelix U.S.; Follistim/Puregon Global; Gardasil; Implanon Global (Ex-U.S.); Integrilin U.S.; Invanz Global (Ex-U.S.); Invanz U.S.; Merck Engage U.S.; MMRII U.S.; Nasonex U.S.; Nuvaring Global (Ex-U.S.); Pedvax U.S.; Pregnyl Global; Proquad Global (Ex-U.S.); Proquad U.S.; Proventil U.S.; Recombivax Adults U.S.; Recombivax Pediatrics U.S.; RotaTeq Global (Ex-U.S.); RotaTeq U.S.; Sylatron Global; Sylatron U.S.; Vaccines Customer Marketing U.S.; Vaccines Unbranded U.S.; Vagta Adults Global; Vagta Adults U.S.; Vagta Pediatrics Global (Ex-U.S.); Vagta Pediatrics U.S.; Varivax Global (Ex-U.S.); Varivax U.S.; VIPS U.S.; Zoely Global (Ex-U.S.); Zostavax; Mission Pharmacal: Avar; Binosto; Citranatal; Eletone; Ferralet 90; Flowtuss; Glyderm; Hycofenix; Keralac; Ovace; Plexion; Tindamax Montefiore Hospital System; corporate campaign Novartis: Afinitor; Novartis Vaccines; oncology projects; Promacta (patient); Tassigna; Votrient RCC; Votrient STS Orexigen; Contrave projects Pfizer: Payer projects Procure: corporate campaigns Regeneron: Eylea (patient); Eylea (payer) Regeneron Sanofi: Praluent (digital); Shire: payer projects UCB: RA projects; Vertex: Orkambi (global); Zoetis: diagnostics; pork products; Vetvance

Number of accounts gained in 2016: 23

Number of accounts lost: 8

Number of accounts resigned: 1



and others on multiple medications adhere to therapy, be optimistic, and manage their health successfully at home.

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

Butler/Till Health Group

1565 Jefferson Road, Building 200, Suite 280,
Rochester, NY 14623

Butlertill.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 Della Porta, 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), con-

sumer (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

Project-based clients: 61 (2016), 45 (2015)

Current healthcare/pharma accounts: Aclaris Therapeutics; Bausch + Lomb, Stellaris Elite Anterior & Posterior, Trulign, Crystalens, enVista, iSert, Clarisert, Biotrue ONeday, Biotrue Solution, ULTRA, Specialty Vision Products, Victus, Storz, Soothe XP; Celgene, Otezla; Excelsus Blue Cross/Blue Shield; Ferring, Cervidil, Euflexxa, Prepik, Zomacton; Ironwood Pharmaceuticals; Grunenthal, Intac; Hologic, Affirm Prone, Brevera, 3Dimensions, Genius, MyoSure, NovaSure, Aptima; Pharming Therapeutics, Ruconest; Salix, Cycloset, Xifaxan HE, Xifaxan IBS-D, Relistor; Valeant, CeraVe, Arestin

Number of accounts gained in 2016: 14

Details of accounts gained: Celgene, Otezla; Bausch + Lomb, Stellaris Elite Anterior, Stellaris Elite Posterior, Biotrue Solution; Grunenthal, Intac; Hologic, Brevera Europe, 3Dimensions, Diagnostics; Salix, Cycloset, Xifaxan HE, Xifaxan IBS-D; Aclaris (unbranded)

Number of accounts lost: 1

Details of accounts lost: Agios

Cadient Group

72 E. Swedesford Rd., Malvern, PA 19355

cadient.com

Founded: 2002

Parent company: Cognizant, 500 Frank W. Burr Blvd., Teaneck, NJ 07666

Full-time employees: 170 (2016), 169 (2015)

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 Swope, 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

North America billings, breakdown by media/source

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

AOR clients: 7 (2016), 5 (2015)

Project-based clients: 23 (2016), 19 (2015)

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

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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

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, COO; 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 Evoke); 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

2016 sales materials	15
2016 professional digital/web/mobile	25
2016 professional print ads	5
2016 consumer digital/web/mobile	20
2016 consumer print ads	5
2016 promotional medical education	10
2016 direct marketing	10
2016 data science	10

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, Orenica; 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: 9

Details of accounts gained: Strongbridge Biopharma, Keveyis; Sun, MyChoice;

Bristol-Myers Squibb, Orenica; United Therapeutics, Orenitram Patient, Tyvaso, United Therapeutics Portfolio; Interleukin Genetics, Ilustra; Genentech, XBO, Transplant

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 Skolis, 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

2016 sales materials	25
2016 professional digital/web/mobile	20
2016 professional print ads	10
2016 consumer digital/web/mobile	20
2016 promotional medical education	10
2016 direct marketing	15

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

Project-based clients: 6 (2016)

Current healthcare/pharma accounts: Aegerion, Myalept, Juxtapid; Akcea, volansorsen; Akebia, Badadustat; Alexion, Strensiq, Kanuma, eculizumab; BioMarin, Kuvan, Vimazim; Daiichi-Sankyo, Quizartinib, Pexadartinib; Horizon, Ravicti; Intercept, Ocaliva; La Jolla, LJPC 501; Prometic, NCT02690714; Retrophin, Thiola, Cholibam; Spark, SPK-RPF65; 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

Full-time employees: 70 (2016), 58 (2015)

Senior management: Didi Discar, 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

2016 sales materials	74
2016 professional digital/web/mobile	3
2016 professional print ads	3
2016 promotional medical education	6
2016 other	14

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

Project-based clients: 10 (2016), 10 (2015)

Current healthcare/pharma accounts: Bausch + Lomb, Lotemax, Prolensa, Zylet, Access, Macugen; Merz Pharmaceuticals, Radiesse, Belotero; Thrombogenics, Jetrea; Santen, Corporate, Opsiria, Ikervis; Valeant, Cycloset, Onexton, Luzu, Solodyn, Retin-A-Micro, Jublia, Elidel, Addyi, Charleston Labs, disease education; Dermira, Cimzia; Pernix, Zohydro; Roche (global), Ocrevus; Acerus, Natesto; 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 (OINV); Dermira, Cimzia; Orexigen; Pernix, Zohydro; Roche (global), Ocrevus; Acerus, Natesto

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

Full-time employees: 500 (2016), 500 (2015)

Office locations in North America: CDM New York: 220 East 42nd St., 11th Fl., New York, NY; CDM Princeton: 210 Carnegie Center, 2nd Fl., Princeton, NJ; CDM Montreal: 1600 Notre-Dame St. Ouest, Ste. 304, Montreal

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; Mi-

guel 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/non-profit/NGO, data science



Centron

1745 Broadway, 21st Floor, New York, NY 10019

centroncom.com

Founded: 2005

Parent company: HealthStar Communications, 1000 Wyckoff Avenue, Mahwah, NJ 07430

Full-time employees: 87 (2016), 101 (2015)

Senior management: Marcia McLaughlin, CEO; Celine Vita, president, advertising; Gary Stamps, EVP, executive creative director, advertising; Shannyn Smith, EVP, managing director, medical education; Erinn White, president, public relations; Scott Baxter, president, market access; Meredith Pugh, chief growth and strategy officer

Recent executive hires: Celine Vita, president, advertising, previously at CDM; Meredith Pugh, chief growth and strategy officer, previously at Havas Health and CDM Group

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, public health/nonprofit/NGO, data science

2016 North American revenue: \$21,600,534

North America billings, breakdown by media/source

2016 sales materials	15
2016 professional digital/web/mobile	30
2016 professional print ads	5
2016 consumer digital/web/mobile	10
2016 consumer print ads	5
2016 promotional medical education	15
2016 direct marketing	5
2016 public relations	10
2016 data science	5

AOR clients: 18 (2016), 14 (2015)

Project-based clients: 8 (2016), 4 (2015)

Current healthcare/pharma accounts: Churchill, Yonsa; BMS, Kenalog, Azactam, Coumadin, Nulojix; Novartis, Ribociclib, corporate oncology, ophthalmology; Sanofi/Regeneron, Duplimuab; EMD Serono/Merck KGaA, Tepotinib, new product; Allergan, reimbursement portal, Eyecare, Namzaric; Leo Pharma, Enstilar; Mission Pharmacal, Citranatal; SAVE Organization; Repros Therapeutics, Encyzix; Ipsen, Dysport; Genentech, Rituxan, Actemra; Bayer, Xofigo; Celgene, Revlimid; DSI, managed markets training; Genomic Health, Oncotype Dx Breast; Origin, wound therapy

Number of accounts gained in 2016: 14

Details of accounts gained: Churchill, Yonsa; BMS, Kenalog, Azactam, Couma-

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din; Novartis, Ribociclib, corporate oncology, ophthalmology; Sanofi/Regeneron, Duplimuab; EMD Serono/Merck KGaA, Tepotinib; Allergan, reimbursement portal; Leo Pharma, Enstilar; Mission Pharmacal, Citranatal; SAVE Organization; Repros Therapeutics, Encyzix

Number of accounts lost: 4

Details of accounts lost: Ipsen, Somatuline NET, Somatuline ENDO, Increlex; Allergan, Saphris

Number of accounts resigned: 2

Details of accounts resigned: DBV Technologies, Viaskin Peanut (advertising); DBV Technologies, Viaskin Peanut (public relations)



FEATURED WORK

Description: Written from a child's perspective, this storybook enables children with severe short stature — a rare disease — to overcome emotional challenges and realize self-worth is tied to who they are, not how tall they are. Friendly illustrations encourage discussion with healthcare team members, family, and friends.

Closerlook

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

closerlook.com

Founded: 1987

Full-time employees: 120 (2016), 140 (2015)

Senior management: David Ormesher, founder and CEO; Jon Sawyer, president and COO; 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

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

Full-time employees: 352 (2016), 317 (2015)

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 Kallukaran, 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), data science

2016 North American revenue: \$77,212,000

AOR clients: 47 (2016), 45 (2015)

Project-based clients: 2 (2016)

Current healthcare/pharma accounts: Abbott, AbbVie, Ariad, Astellas, Astra-Zeneca, Bayer, Healthcare Pharmaceuticals, Biogen, Boehringer Ingelheim, Boston Scientific, Celgene, Eli Lilly, Ferring, Fresenius, Genentech, Gilead, GlaxoSmithKline, Intercept, Johnson & Johnson, Mallinckrodt Pharmaceuticals, Novartis/Alcon, Otsuka America Pharmaceutical, Pharmacoclics, Sanofi, Sunovion, 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



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

Full-time employees: 226 (2016), 226 (2015)

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

North America billings, breakdown by media/source

2016 sales materials	20
2016 professional digital/web/mobile	25
2016 professional print ads	20
2016 consumer digital/web/mobile	15
2016 consumer print ads	10
2016 promotional medical education	5
2016 direct marketing	5

AOR clients: 20 (2016), 15 (2015)

Project-based clients: 2 (2016), 3 (2015)

Current healthcare/pharma accounts: Allergan, Semprana Migraine; Guerbet, Dotarem; Otsuka/Lundbeck, Brexpiprazole Global, Brexpiprazole U.S.; Rouses Point, corporate; Novartis, Tafinlar/Mekinist; Sunovion, Brovana, Brovana managed care, Lonhala Magnair, Xtampza ER, respiratory franchise; Ferring, reproductive health franchise; Bayer, Stivarga, Nexavar; Sun Pharmaceuticals, Elepsia; American Migraine Foundation, disease awareness; Novartis, Rydapt; Novartis, Sandostatin, Signifor LAR; Sunovion, Seebri, Utibron, Arcapta, Utibron Managed Markets, Lonhala Magnair Managed Markets; Sandoz, Omnitrope; Sage Rx, SAGE-547; Bayer, Cubrea Global, Cubrea U.S.; Janssen, Oncology Global; Emmaus, PGLG; LivaNova, CNS Franchise; Allergan, ubrogepant; Aerie, netarsudil; Aerie, rocletan; Sun Pharmaceuticals, Synalgos-DC

Number of accounts gained in 2016: 16

Details of accounts gained: American Migraine Foundation, disease awareness; Novartis, Rydapt; Novartis, Sandostatin, Signifor LAR; Sunovion, Seebri, Utibron, Arcapta, Utibron Managed Markets, Lonhala Magnair Managed Markets; Sandoz, Omnitrope; Sage Rx, SAGE -547, SAGE -547; Bayer, CUBREA Global, CUBREA U.S.; Janssen, Oncology Global; Emmaus, PGLG; LivaNova, CNS Franchise; Allergan, ubrogepant; Aerie, netarsudil; Aerie, rocletan; Sun Pharmaceuticals, Synalgos-DC



FEATURED WORK

Description: Postpartum depression is the most common complication of childbirth, yet half of all cases go undiagnosed. Feelings of guilt or embarrassment and negative societal stigma prevent many women from

speaking up. It's time to motivate women and physicians to routinely discuss this devastating condition, which affects mothers, babies, and families.

Why is your sample ad special? To shatter barriers that prevent honest discussion about postpartum depression, we illustrated the painful internal conflict — wanting to be a “perfect” mother, but suffering silently with intense feelings of sadness and shame. With a confrontational and compassionate campaign, we encourage women and physicians to communicate freely and end the silence.

Create NYC

180 Varick Street, Suite 212, New York, NY 10014

createnyc.com

Founded: 2009

Full-time employees: 22 (2016), 20 (2015)

Senior management: Natalie McDonald, president; Lauren Wetmore, 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

2016 sales materials	10
2016 professional digital/web/mobile	25
2016 professional print ads	5
2016 consumer digital/web/mobile	25
2016 consumer print ads	5
2016 consumer broadcast	5
2016 direct marketing	25

Total number of clients:

AOR clients: 17 (2016), 12 (2015)

Project-based clients: 43 (2016), 32 (2015)

Number of accounts gained in 2016: 16

DDB Health

DDB Health

200 Varick St., 3rd Floor, New York, NY 10014

ddbhealth.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 Fischette, 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

2016 sales materials	35
2016 professional digital/web/mobile	20
2016 professional print ads	5
2016 consumer digital/web/mobile	20
2016 consumer print ads	5
2016 data science	5
2016 other	10

AOR clients: 23 (2016)

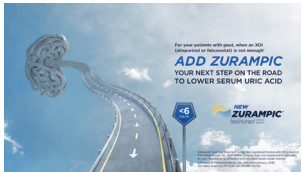
Project-based clients: 3 (2016)

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 gained in 2016: 3

Details of accounts gained: OPKO, Amgen, Boehringer Ingelheim

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.



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.



Description: 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.



DevicePharm

2100 Main St., Suite 250, Irvine, CA 92614

DevicePharm.com

Founded: 2002

Full-time employees: 35 (2016), 33 (2015)

Office locations in North America: Austin, TX; Irvine, CA; Minneapolis, MN

Senior management: Clay Wilemon, CEO and chief strategy officer; Jon Hermie, 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), 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: \$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

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

Project-based clients: 40 (2016), 32 (2015)

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



DiD Agency

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

didagency.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 Henhoeffter, 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, VP, 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

AOR clients: 10 (2016), 15 (2015)

Project-based clients: 15 (2016), 15 (2015)

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, Amlactin; Bausch + Lomb, Lens/Lens Care; Atrium, homeopathic; Salix, Xifaxan; OptiNose; Prestige, women's health; Neuronetics, NeuroStar; Wellspring, OTC portfolio; InFirst, 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



FEATURED WORK

Description: This ad launched at the height of media attention over the opioid overdose epidemic. It starts with the provocative headline "Powerless to Reverse an Opioid Overdose." When the Narcan Nasal Spray device activates, releasing the spray into the ad space, the spray erases the last syllable in "Powerless." It transforms the headline to "Power to Reverse an Opioid Overdose."

Digitas Health

100 Penn Square East, The Wanamaker Building, 11th Floor, Philadelphia, PA 19107

digitashealth.com

Founded: 2007

Parent company: Publicis Health, 1 Pennsylvania Plaza, 4th Floor, New York, NY 10119

Full-time employees: 500 (2016)

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

Senior management: Matt McNally, president, Digitas Health North America, and chief media officer, Publicis Health; Graham Mills, global chief creative officer; Susan Manber, EVP, chief planning officer; Brendan Gallagher, EVP, connected health innovation; Lee Fraser, SVP, science and medicine; Michelle Kinsman, EVP, operations

Recent executive hires: Karen Beckert, SVP, group account director; Matt McNally, president, Digitas Health North America; Lee Slutes, VP, data science

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, data science

AOR clients: 18 (2016), 13 (2015)

Project-based clients: 7 (2016), 7 (2015)

Number of accounts gained in 2016: 5

Number of accounts lost: 1

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 Corrales, 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

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)

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2016 North American revenue: \$14,500,000

North America billings, breakdown by media/source

2016 sales materials	25
2016 professional digital/web/mobile	10
2016 professional print ads	5
2016 consumer digital/web/mobile	10
2016 consumer print ads	10
2016 direct marketing	20
2016 other	20

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, Bromsite, 2 products in development; Flexion Therapeutics, product in development; Alnylam Pharmaceuticals, product in development; Shire, Cinryze, Firazy, Kalbitor, franchise branding

Number of accounts gained in 2016: 6

Details of accounts gained: Shire, Firazy, Kalbitor, 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, Northra; Promius, Xeglyze

Number of accounts resigned: 2

Details of accounts resigned: Neuronetics, NeuroStar; Dentsply, Cavitron, Nupro

elevate®

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), 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	50
2016 professional digital/web/mobile	25
2016 professional print ads	25

AOR clients: 5 (2016), 2 (2015)

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

Number of accounts gained in 2016: 7



FEATURED WORK

Description: Evzio is the first and only intelligent take-home 2mg naloxone auto-injection system with voice and visual guidance — designed to help caregivers take fast, confident action in administering naloxone in an opioid emergency. This campaign uses the emotion of the moment — and the urgency of time depicted as

sand slipping away in an hourglass — to appeal to physicians prescribing opioids for pain to have an opioid emergency plan in place for each of their patients and the patients' families — and to include Evzio as part of that plan.

Entrée Health

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

entreehealth.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 Steinfurth, 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

AOR clients: 16 (2016), 14 (2015)

Project-based clients: 4 (2016)

Current healthcare/pharma accounts: Acadia, AbbVie, Clovis Oncology, EMD, Serono, Genentech, Pfizer, Sun Pharma, Novo Nordisk, DePuy, Synthes, Teva, Merck, Egalet, UCB BD, Relypsa, 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, CFO; 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

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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

Evoked Health

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

Founded: 2006

Parent company: Evoked Group (a member of Huntsworth Health), 101 Avenue of the Americas, 14th Floor, New York, NY 10013

Full-time employees: 240 (2016), 200 (2015)

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, Evoked Health Los Angeles, previously at The APO Group and The Nitrogen Group; Dave Cohen, executive creative director, Evoked Health Philadelphia, previously at Grey; Scott Lewis, executive creative director, Evoked 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

AOR clients: 18 (2016), 17 (2015)

Number of accounts gained in 2016: 10



Evolution Medical Communications

1 Blue Hill Plaza, 8th Floor, Pearl River, NY 10965
evolutionmedcom.com

Founded: 2005

Full-time employees: 64 (2016), 55 (2015)

Office locations in North America: Pearl River, NY; Philadelphia, PA; Montreal, Canada

Senior management: Mark Edfort, managing partner; Carolyn Vogelesang Harts, managing partner; Andrea Lanzetta, managing partner; Maureen Drexler, VP, account services; Angela Sarles, VP, meetings and events

Capabilities/services offered: Professional (marketplace/sales), 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

2016 North American revenue: \$18,965,000

North America billings, breakdown by media/source

2016 sales materials	100,000
2016 professional digital/web/mobile	1,550,000
2016 promotional medical education	13,290,000
2016 direct marketing	250,000
2016 data science	3,875,000

AOR clients: 12 (2016), 8 (2015)

Project-based clients: 6 (2016), 5 (2015)

Current healthcare/pharma accounts: Avanir, AVP786, Nuedexta; Eisai, Fycompa; Ferring, Menopur, Endometrin; Genentech, Tecentriq, Pulmozyme; GSK, Zoster; Incyte, Jakafi; Rhythm, Setmelanotide; Shire, Cinryze, Elaprase, Firazyr, Gattex, Kalbator, Natpara, VPRIV, Xiidra

Number of accounts gained in 2016: 6

Details of accounts gained: Shire, Natpara, Gattex; Eisai, Fycompa, Avanir, Nuedexta; Ferring, Menopur, Endometrin

Number of accounts lost: 1

Details of accounts lost: AstraZeneca, Symbicort



FEATURED WORK

Description: Diagnosis of rare genetic diseases is challenging and in many cases patients go undiagnosed or misdiagnosed. We were charged with designing an educational campaign that would build awareness and aid HCPs' differential diagnosis strategies leading to earlier diagnosis and improved patient care.

Why is your sample ad special? Meet Julie and Jacob is a patient-centric campaign detailing the patient's unique journey and delivered in their own words — literally. The campaign, comprised of expert-led presentations and an interactive booth kiosk, brings to life the challenges of diagnosing rare genetic disorders through questions and diagnostic clues to clearly differentiate the disorder from other commonly misdiagnosed diseases. Data collected from the campaign showed a shift in clinical decision-making, thereby increasing the potential for HCPs to recognize, diagnose, and appropriately manage patients.

Excitant Healthcare Advertising

1410 Meadowbrook Way, Woodstock, GA 30189
excitanthealthcare.com

Founded: 2001

Full-time employees: 8 (2016), 6 (2015)

Senior management: Mark Perlotto, president and CEO; Brian Alex, 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

2016 sales materials	30
2016 professional digital/web/mobile	20
2016 professional print ads	10
2016 consumer digital/web/mobile	10
2016 consumer print ads	10
2016 promotional medical education	10
2016 direct marketing	10

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AOR clients: 2 (2016), 1 (2015)

Project-based clients: 6 (2016), 7 (2015)

Current healthcare/pharma accounts: Krona, Natavi; McKesson, Paragon; Prevention Pharmaceuticals, omax3 Professional Strength, omax3 Ultra-Pure, omax Pet Health; Sebela Pharmaceuticals, MiCort 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, omax Pet Health; Merz North America, Aqualieve, Eldertonic, Mederma; Sebela Pharmaceuticals, Ridaura; Zoetis, PeopleFirst, ProfitSolver, Witness Lepto, Witness FFH

Number of accounts resigned: 1

Details of accounts resigned: Neolpharma, 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

Full-time employees: 151 (2016), 165 (2015)

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, data science

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

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

Current healthcare/pharma accounts: Adapt Pharma, opioid reversal agent; Bayer, cardio/metabolic; Celgene, oncology; Daiichi Sankyo, cardiovascular; Allergan, women's Health; Heron, 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

Full-time employees: 1,463 (2016), 810 (2015)

Office locations in North America: New York, NY: FCB Health, Area 23, Neon, Mosaic Group, ProHealth; Parsippany, NJ: FCBCure, Trio; Hudson, NY: Hudson Global; Toronto, Canada: FCB Health Toronto

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: GlaxoSmithKline, Gilead Sciences, Eli Lilly, Bayer, AstraZeneca, Allergan, AbbVie, Johnson & Johnson, Merck, Nestlé, Pfizer, Sanofi, Valeant Pharmaceuticals International

Fingerpaint

395 Broadway, Saratoga Springs, NY 12866

fingerpaintmarketing.com

Founded: 2008

Full-time employees: 165 (2016), 125 (2015)

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 Rooke, ideation, GM and leader of Ohio office; Kira Karbocus, head of finance and operations

Recent executive hires: Travis Rooke, 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 Lazur

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

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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

2016 sales materials	2,082,550
2016 professional digital/web/mobile	13,387,817
2016 professional print ads	3,272,578
2016 consumer digital/web/mobile	2,975,070
2016 consumer print ads	2,082,550
2016 promotional medical education	1,190,028
2016 direct marketing	2,082,550
2016 public relations	1,190,028
2016 other	1,487,534

AOR clients: 15 (2016), 11 (2015)

Project-based clients: 8 (2016), 15 (2015)

Current healthcare/pharma accounts: Alamo Pharmaceuticals, corporate brand; Alkermes, Aristada; Avadel; Celgene; Colorescience, corporate brand; CSL Behring; Eagle Pharmaceuticals; Ferring Pharmaceuticals, Cervidil, Firmagon; Foundation for Embryonic Competence; GE Global Research; Glens Falls Hospital; Iroko Pharmaceuticals, Zorvolex, Tivorbex, Vivlodex; MIL Therapeutics, corporate brand; Mission Pharmacal; Neurohabilitation; SI Group, corporate brand; SUN Pharmaceuticals, Absorica, 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; Colorescience, corporate brand; Galera Therapeutics, corporate brand; IROKO Pharmaceuticals, Zorvolex, Tivorbex, Vivlodex; James Cancer Center OSU, corporate brand; MIL Therapeutics, corporate brand; Otsuka Pharmaceutical, Nuedexta; Scilex Pharmaceuticals, ZTlido; SI Group, Corporate Brand; SUN Pharmaceuticals, Absorica, Levulan, Ultravate, Eurax, Ximino, Xyrosa

Number of accounts resigned: 2

Details of accounts resigned: Insys, Subsys; Egalet, Oxyado

ghg | greyhealth group

200 Fifth Avenue, 5th floor, New York, NY 10010

ghgroup.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 Davies, 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

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

Giant

1700 Montgomery, Suite 485, San Francisco, CA 94111

giantagency.com

Founded: 2002

Full-time employees: 160 (2016), 150 (2015)

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

2016 sales materials	25
2016 professional digital/web/mobile	25
2016 professional print ads	5
2016 consumer digital/web/mobile	10
2016 promotional medical education	15
2016 direct marketing	20

AOR clients: 12 (2016), 14 (2015)

Project-based clients: 8 (2016), 4 (2015)

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

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expertise is diffused throughout), working with health-tech startups or innovative tech

North America billings, breakdown by media/source

2016 professional digital/web/mobile	29
2016 professional print ads	3
2016 consumer digital/web/mobile	57
2016 promotional medical education	3
2016 direct marketing	2
2016 public relations	1
2016 data science	5

AOR clients: 7 (2016), 3 (2015)

Project-based clients: 12 (2016), 10 (2015)

Number of accounts gained in 2016: 8



INVENTIV HEALTH

GSW

500 Olde Worthington Road, Westerville, OH 43084

inventivhealth.com/GSW

Founded: 1977

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

Full-time employees: 510 (2016), 533 (2015)

Office locations in North America: Columbus, OH; New York, NY; Greater Philadelphia area; Toronto, Canada

Senior management: Dan Smith, president, GSW-Columbus; Susan Perlbachs, EVP, executive director, GSW New York; Jon Nelson, EVP, managing director, GSW Greater Philadelphia area; Mark Jazvac, EVP, strategy and operations, GSW Canada

Recent executive hires: Jon Nelson, EVP, managing director, GSW Greater Philadelphia area; Todd Henwood, VP and creative director; Ram Gopalakrishnan, SVP and group creative director; Ken Fisher, VP, technology

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

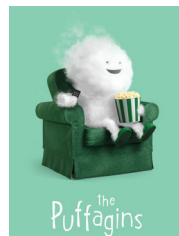
North America billings, breakdown by media/source

2016 sales materials	57
2016 professional digital/web/mobile	22
2016 professional print ads	5
2016 consumer digital/web/mobile	5
2016 consumer print ads	7
2016 consumer broadcast	1
2016 direct marketing	6

AOR clients: 35 (2016), 30 (2015)

Project-based clients: 27 (2016), 35 (2015)

Number of accounts gained in 2016: 9



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.



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 Hoblitzell, 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

2016 sales materials	4,000,000
2016 professional digital/web/mobile	5,000,000
2016 professional print ads	5,000,000
2016 consumer print ads	3,000,000
2016 consumer broadcast	3,000,000
2016 promotional medical education	5,000,000
2016 data science	5,000,000

AOR clients: 11 (2016), 5 (2015)

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

Current healthcare/pharma accounts: Actelion, Uptravi/Opsumit; Amgen, Aranesp, Enbrel, Repatha; Boehringer Ingelheim, Gilotrif; Boston Biomedical,

mBBI608 (Stem Cell Tx); Celgene, Oncology/Hematology; CSL Behring, CSL-112; Evofem, Amphora; GSK, multiple brands and disciplines; GW Pharm, Epidiolex; Janssen, Darzalex Imbruvica, Remicade, Simponi, Stelara, Yondelis, Zytiga; Mylan, Isosulfan, EpiPen; Otsuka, Abilify Maintena, Rexulti, Samsca; PaxVax, Vivotif, VaxChora, PaxVax Connect, PaxVax Global; Rhodes, Aptensio; Seqirus, Fluad, Flucelvax, FluadPed, Seqirus Franchise, Afluria, Rapidvax; Zoetis, Simparica

Number of accounts gained in 2016: 6

Details of accounts gained: Celgene, Oncology/Hematology; CSL Behring, CSL-112; Evofem, Amphora; GW Pharm, Epidiolex; Mylan, Isosulfan, EpiPen; Otsuka, Abilify Maintena, Samsca



FEATURED WORK

Description: Our objective was to communicate about a fast and lasting flea and tick treatment. We broke away from expected executions of owners playing with their dogs. Instead, we chose to show dogs in a fun, playful storybook animation style. The spot drove a nearly 500% increase in traffic to Simparica.com.

Why is your sample ad special? The Simparica TV spot is a fun, engaging example of living a brand's strategy. The cartoon dog is a dachshund because a long dog is the perfect way to demonstrate the brand's ability to kill fleas and ticks for 35 days without losing effectiveness by the end of the month.

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: 5

H4B Catapult

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

h4bcatapult.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 Pilkiewicz, 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

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: 5

Number of accounts resigned: 4

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

AOR clients: 12 (2016), 8 (2015)

Project-based clients: 3 (2016), 2 (2015)

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 your agency or expertise is diffused throughout), payer/managed markets/access, working with health-tech startups or innovative tech

AOR clients: 18 (2016), 10 (2015)

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

Number of accounts gained in 2016: 5

Number of accounts lost: 1

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

Senior management: Michael McNamara, managing director; Allison Ceraso, managing director and chief creative officer

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

AOR clients: 12 (2016), 14 (2015)

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

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 CSO; 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 AbelsonTaylor; 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, Teva Neuroscience

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)

AGENCY A-Z

2016 North American revenue: \$5,845,000

North America billings, breakdown by media/source

2016 professional digital/web/mobile	1,695,000
2016 professional print ads	3,507,000
2016 other	643,000

Total number of clients:

AOR clients: 24 (2016), 27 (2015)

Project-based clients: 59 (2016), 33 (2015)

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

healthworknyc.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

2016 sales materials	15
2016 professional digital/web/mobile	25
2016 professional print ads	5
2016 consumer digital/web/mobile	20
2016 consumer print ads	5
2016 consumer broadcast	20
2016 data science	10

AOR clients: 10 (2016), 8 (2015)

Number of accounts gained in 2016: 2

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

Full-time employees: 200 (2016), 163 (2015)

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 Talerico, 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

North America billings, breakdown by media/source

2016 sales materials	10
2016 professional digital/web/mobile	25
2016 professional print ads	15
2016 consumer digital/web/mobile	25
2016 consumer print ads	10
2016 consumer broadcast	5
2016 promotional medical education	5
2016 direct marketing	5

AOR clients: 18 (2016), 11 (2015)

Project-based clients: 3 (2016), 4 (2015)

Current healthcare/pharma accounts: Allergan, Liletta, Lo Loestrin Fe; AMAG, Makena, Cord Blood Registry (CBR), Feraheme, MuGard; Avanir, Nuedexta; BMS, Immuno-Oncology Social Media, Opdivo, Yervoy, Regimen; Johnson & Johnson, Medical Devices Website; Sanofi/Regeneron, Dupixent; Shionogi, Osphena; Sunovion, Alvesco, Brovana, ProFile; Genentech, Ocrevus

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

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



Agile. Insightful. Savvy.

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

Full-time employees: 25 (2016), 10 (2015)

Senior management: Susan Flinn Cobian, EVP, managing director; Shannon Carlson, SVP, account director; Chris DeProfrio, VP, client services; Larry Farkos, VP, operations; Rich Angelini, creative director; Carie 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

2016 sales materials	10
2016 professional digital/web/mobile	20
2016 professional print ads	20
2016 consumer digital/web/mobile	20
2016 consumer print ads	10
2016 consumer broadcast	2
2016 promotional medical education	5
2016 direct marketing	5
2016 public relations	2
2016 data science	6

AOR clients: 6 (2016), 5 (2015)

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

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, Lightcycler 1536, CoaguChek INRange, CoaguChek Pro II; Blue Cross Blue Shield, Indiana University Health, MedComp Sciences, Singulex, Emisphere: 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

Full-time employees: 650 (2016), 710 (2015)

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 SVPs 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

2016 professional digital/web/mobile	50
2016 consumer digital/web/mobile	40
2016 direct marketing	5
2016 other	5

AOR clients: 18 (2016), 16 (2015)

Project-based clients: 45 (2016), 36 (2015)

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



Stop piloting. Start predicting.

dollar on in-market pilots. Download the workbook to help you build a plan to innovate and optimize your marketing.

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 Communications

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

Full-time employees: 270 (2016), 263 (2015)

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

Senior management: Jeanine O'Kane, president, U.S. public relations group; Andrea Dagger, 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 Kazenelson, CCA LA, team leader; Gabe Sterne, digital and social strategist; Lauren Selikoff, corporate communications, team leader; Leslie Isenegger, 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



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 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

Full-time employees: 52 (2016), 36 (2015)

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 Del Piano, 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

AOR clients: 11 (2016), 9 (2015)

Project-based clients: 1 (2016), 3 (2015)

Number of accounts gained in 2016: 9

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, VP, finance; Kevin Millar, VP, creative and medical science; Kristina Sauter, VP, 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

2016 North American revenue: \$9,000,000

North America billings, breakdown by media/source

2016 professional digital/web/mobile	50
2016 consumer digital/web/mobile	20
2016 promotional medical education	30

AOR clients: 1 (2016), 1 (2015)

Project-based clients: 20 (2016), 24 (2015)

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

Juice Pharma Worldwide

322 8th Avenue, 10th Floor, New York, NY 10001

juicepharma.com

Founded: 2002

Full-time employees: 183 (2016), 156 (2015)

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

Senior management: Founding partners: Lois Moran, Lynn Macrone, Forrest King; Laurence Richards, executive director, chief client officer; Adam Kline, executive director, chief innovation officer; Joan Wildermuth, executive director, chief creative officer; Howard Nagelberg, CFO; Leslee Epperhart, COO; Colleen Carter, EVP

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, data science

2016 North American revenue: \$54,000,000

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

AOR clients: 14 (2016), 11 (2015)

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

Current healthcare/pharma accounts: Acorda Ampyra; Alcon Simbrinza, Travatan Z; BioMarin Naglazyme, Vimizim; Boehringer Ingelheim Spiriva Respimat, Stiloto Respimat; BMS Orelancia; InSys Syndros; Merck Belsomra, Eboviza, Gardasil, Gardasil 9, Isentress, Pneumovax23, Raltegravir OD, Zostavax; National Hemophilia Foundation; Neurocrine Valbenazine; Neuronetics Neurostar; Novartis Oncology Afinitor, Exjade, Jadenu, Votrient, Sandostatin LAR; Pfizer BeneFIX, ReFacto AF, Xyntha, franchise branding; Shire SHP621, Cinryze, Firazyr, Lanadelumab; Ultragenyx Aceneuramic acid, KRN23, rhGUS, rhPPCA, Triheptanoin; Valeant Addyi, Jublia, Onexton, Xifaxan; Versartis Somavaratan

Number of accounts gained in 2016: 15

Details of accounts gained: Acorda Ampyra U.S. professional; Alcon Simbrinza, Travatan Z; BioMarin Naglazyme, Vimizim professional; Boehringer Ingelheim Stiloto Respimat; InSys Syndros; Merck Eboviza, Isentress consumer; Neurostar; Shire SHP621, Cinryze, Firazyr, Lanadelumab; Versartis Somavaratan

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

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

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

AOR clients: 22 (2016), 22 (2015)

AGENCY A-Z

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

North America billings, breakdown by media/source

2016 sales materials	9,000,000
2016 professional digital/web/mobile	750,000
2016 professional print ads	200,000
2016 consumer digital/web/mobile	800,000
2016 public relations	500,000
2016 data science	1,200,000
2016 other	1,800,000

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

Project-based clients: 14 (2016), 12 (2015)

Number of accounts gained in 2016: 4

Number of accounts resigned: 1

Klick Health

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

Founded: 1997

Full-time employees: 639 (2016), 548 (2015)

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), medical (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

Lanmark360

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

Founded: 1977

Full-time employees: 35 (2016), 36 (2015)

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

North America billings, breakdown by media/source

2016 sales materials	18
2016 professional digital/web/mobile	29
2016 professional print ads	7
2016 consumer digital/web/mobile	5
2016 consumer print ads	4
2016 promotional medical education	5
2016 direct marketing	9
2016 public relations	23

AOR clients: 8 (2016), 8 (2015)

Project-based clients: 18 (2016), 16 (2015)

Current healthcare/pharma accounts: American Academy of Periodontology; Brasseler USA; Dentsply Sirona; Cetylite; Colgate Palmolive; Convergent Dental; Jar of Hope; Kerr Dental; Kuraray America; The Max Challenge; Novo Nordisk; OraHealth; Osstem; Philips Oral Healthcare; ProLab Solutions

Number of accounts gained in 2016: 2

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

Number of accounts lost: 1

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.

levlane

LevLane

100 Penn Square East, Suite 1101, Philadelphia, PA 19107

levlane.com

Founded: 1984

Full-time employees: 57 (2016), 55 (2015)

Senior management: Bruce Lev, chief creative officer; Timmy Garde, chief innovative leader, life sciences; David Huehnergath, 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, CFO; 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

2016 sales materials	47
2016 consumer digital/web/mobile	36
2016 public relations	17

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

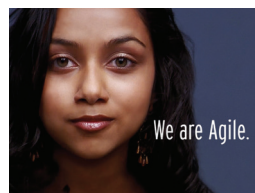
Project-based clients: 8 (2016), 5 (2015)

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; Ryanodex 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 Eagle Pharmaceuticals; Ryanodex



FEATURED WORK

Description: The Agile Therapeutics brand video was built on a platform of authenticity. As an organization that has positioned itself in opposition to the specter of big pharma, Agile seeks to project an aura of genuine empathy with, and understanding of, the lives women lead. From the beginning, our intent has been to portray the

lives of real women who are expressing real feelings and living in the real world. By making those women the champions of our video, we seek to convey that Agile is a champion for women, working to anticipate and understand their needs and to provide the healthcare choices they deserve.

Maricich Health

18201 McDermott 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

2016 sales materials	5
2016 professional digital/web/mobile	10
2016 professional print ads	5
2016 consumer digital/web/mobile	15
2016 consumer print ads	20
2016 consumer broadcast	20
2016 promotional medical education	8
2016 direct marketing	7
2016 public relations	3
2016 data science	5
2016 other	2

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

Project-based clients: 4 (2016), 3 (2015)

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Current healthcare/pharma accounts: LA Care Health Plan, Edward-Elmhurst Health, Santa Clara Valley Medical Center, Sovereign Health, Call the Car, Beverly Hospital, Gold Coast Health Plan

Number of accounts gained in 2016: 4

Details of accounts gained: Sovereign Health, Call the Car, Beverly Hospital, Gold Coast Health Plan

McCann Health North America

622 Third Ave., New York, NY 10017

mccannhealth.com

Founded: 1985

Parent company: McCann Worldgroup, 622 Third Ave., 28th Floor, New York, NY 10017

Full-time employees: 722 (2016), 620 (2015)

Office locations in North America: McCann Echo (Mt. Lakes, NJ); McCann Managed Markets (Mt. Lakes, NJ); McCann Torre Lazur (Parsippany, NJ); McCann Torre Lazur (San Francisco, CA); McCann HumanCare (NYC); McCann Healthcare (NYC); Pharmacy Initiative (Toronto, Canada); Consulting at McCann Health (NYC); McCann Global Health (NYC); Complete HealthVizion (Chicago, IL); Complete Medical Communications (San Francisco, CA); Caudex (NYC)

Senior management: Amar Urhekar, president, McCann Health, Americas; Hilary Gentile, EVP, regional chief strategy officer, MH North America; Dawn Serra, SVP, director, human resources, MH North America; Mike Lawlor, CFO, MH North America; Leo Tarkovsky, president, McCann HumanCare and McCann Healthcare, North America; Kim Wishnow-Per, president, McCann Managed Markets, North America; Mark Willmann, president, McCann Torre Lazur, North America; Sonja Foster-Storch, president, McCann Echo, North America; Sandra Carey, president, McCann Pharmacy Initiative, 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: Actelion, Admedus, Alcon, Alexion, AstraZeneca, Bayer, BMS, Boehringer, Celgene, Daiichi, Eisai, Eli Lilly, Galderma, Genentech, GSK, Janssen, Nestlé, Novartis, Novo Nordisk, Sanofi, Teva, Valeant, Viiv

Number of accounts gained in 2016: 8

Details of accounts gained: AstraZeneca, Bristol-Myers Squibb, Celgene, Janssen, Lilly, Novartis Oncology, Novo Nordisk, Takeda

Medical Minds

6535 Caminito Sennecock, La Jolla, CA 92037

med-minds.com

Founded: 2007

Full-time employees: 4 (2016), 4 (2015)

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

2016 sales materials	6
2016 professional digital/web/mobile	1
2016 consumer digital/web/mobile	25
2016 promotional medical education	58
2016 other	10

Project-cased clients: 8 (2016), 9 (2015)

Current healthcare/pharma accounts: Binding Site, Freelite; Biotheranostics, Cancer Type ID; Dexcom, 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

MediMedia Managed Markets

19 West College Avenue, Yardley, PA 19067

managedmarkets.com

Founded: 1997

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

Full-time employees: 160 (2016), 160 (2015)

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)

North America billings, breakdown by media/source

2016 professional digital/web/mobile	18
2016 professional print ads	11
2016 data science	12
2016 other	59

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

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

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 Eliquis Otsuka



MedThink Communications

1001 Winstead Drive, Suite 100, Cary, NC 27513

medthink.com

Founded: 2004

Full-time employees: 73 (2016), 62 (2015)

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 services 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

2016 sales materials	15
2016 professional digital/web/mobile	20
2016 professional print ads	10
2016 promotional medical education	20
2016 direct marketing	25
2016 data science	10

AOR clients: 10 (2016)

Project-based clients: 12 (2016)

Number of accounts gained in 2016: 6

Number of accounts resigned: 1



FEATURED WORK

Description: Abdominoplasty (tummy tuck) is an elective procedure with high expectations for successful results. Plastic surgeons and their patients want a smooth experience with minimal risk for complications and a simple recovery. TissuGlu was introduced as a scientifically elegant alternative to traditional postsurgical drains, offering patients a streamlined drain-free experience.

Why is your sample ad special? Beautiful imagery reminiscent of luxury fashion brands transcends typical medical device advertising, delivering differentiated product messages that captured the attention of both plastic surgeons and consumers. Using the same elegant visuals for all audiences created cohesiveness across deliverables for a client who needed a high-impact campaign to bolster sales.

Merkle

7001 Columbia Gateway Drive, Columbia, MD 21046

merkleinc.com

Founded: 1988

Parent Company: Dentsu Aegis Network

Full-time employees: 350 (2016), 327 (2015)

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 Thorne, executive creative director; Coleen Kuehn, chief media officer; Margie Chiu, SVP, customer strategy, transformation; Croom Lawrence, VP, integrated solutions; Zimm 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

AGENCY A-Z

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

2016 sales materials	5
2016 professional digital/web/mobile	10
2016 professional print ads	5
2016 consumer digital/web/mobile	30
2016 consumer print ads	5
2016 consumer broadcast	5
2016 direct marketing	20
2016 data science	20

AOR clients: 42 (2016), 39 (2015)

Project-based clients: 60 (2016), 37 (2015)

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, Cystic Fibrosis Foundation, Combined Insurance, General Nutrition Corp., Mercer Health, American Institute for Cancer Research, Mead Johnson, Blue Cross Blue Shield NC, Dignity Health, Wyeth, Caresource, Alzheimer's Association — MRS, Northwell Health (Health), Vitamin World, Muscular Dystrophy Association — MRS, Johns Hopkins Medicine, GlaxoSmithKline, AmeriCares — MRS, Nutrisystem, AstraZeneca Pharmaceuticals, The Children's Hospital Foundation, Project Hope, Medstar Health, National Parkinson Foundation, Kripalu Center For Yoga and Health, Planned Parenthood Federation of America — MRS, Michael J. Fox Foundation, Team Red, White, and Blue, Newmarket Health, Blue Cross Blue Shield — DC, Allied Health Media, Cigna International, Children's National Medical Center, March of Dimes, Foundation of Children's Hospitals of MN, Aqua Pharmaceuticals, John Hopkins Oncology Ctr, Livestrong, New Market Health, Cell Signaling Technology, American Lung Association, ECG Management Consulting, Arthritis Foundation — MRS, Muscular Dystrophy Association, American Speech-Language-Hearing Association, Allergan, Genentech USA, McKesson Specialty Health (NC)

Number of accounts gained in 2016: 3

Details of accounts gained: Bayer Pharmaceuticals Cell Signaling Technology Dignity Health

Number of accounts lost: 6

Details of accounts lost: Allied Health Media, Blue Cross Blue Shield, Gaiam McKesson Specialty Health (NC), Nutrisystem Sunovion Pharmaceuticals

MicroMass Communications

100 Regency Forest Drive, Suite 400, Cary, NC 27518
micromass.com

Founded: 1994

Full-time employees: 97 (2016), 85 (2015)

Senior management: Phil Stein, CEO; Alyson Connor, president; Jessica Brueggeman, EVP, health behavior group; John Hamilton, EVP, client services director; Rob Peters, EVP, strategy; Mark Rinehart, chief technology officer; Kelly Hutchinson, SVP, human resources; Mike Bonavita, SVP, 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

2016 North American revenue: \$26,200,000

North America billings, breakdown by media/source

2016 sales materials	10
2016 professional digital/web/mobile	20
2016 professional print ads	2
2016 consumer digital/web/mobile	35
2016 consumer print ads	2
2016 consumer broadcast	2
2016 promotional medical education	5
2016 direct marketing	15
2016 other	9

AOR clients: 9 (2016), 7 (2015)

Project-based clients: 19 (2016), 16 (2015)

Current healthcare/pharma accounts: Alexion Pharmaceuticals; Astellas Pharma U.S.; Circassia; CSL Behring; Genentech; Gilead; 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; ViiV Healthcare

Number of accounts gained in 2016: 11

Details of accounts gained: Alexion Pharmaceuticals; Astellas Pharma U.S.; CSL Behring; Genentech; Intarcia Therapeutics; Jazz Pharmaceuticals; Lexicon Pharmaceuticals; Merck; Puma Biotechnology; Telehealth; Tesaro

Number of accounts lost: 7

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

Modder Marketing Services

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

Founded: 2011

Full-time employees: 3 (2016), 5 (2015)

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

AOR clients: 3 (2016), 1 (2015)

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

Current healthcare/pharma accounts: Paradigm Spine, Coflex; Ni-Q, HDM Plus

Number of accounts gained in 2016: 1

Details of accounts gained: Ni-Q, HDM Plus

Number of accounts lost: 1

Details of accounts lost: Malizia Stretcher — perfect leg stretcher device

Motionstrand

1215 Pacific Oaks Place, Suite 101, Escondido, CA 92029

motionstrand.com

Founded: 2003

Full-time employees: 20 (2016), 12 (2015)

Senior management: Stefan B. Jensen, CEO and partner; Michael J. Esani, director of development and partner; C. Bjorn Jensen, creative director and partner; E. Bjorn Jensen, CFO and partner

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

Project-based clients: 31 (2016), 41 (2015)

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

Natrel

119 Cherry Hill Rd., Suite 210, Parsippany, NJ 07054

natrelhealth.com

Founded: 1999

Full-time employees: 57 (2016), 90 (2015)

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: 8 (2016), 9 (2015)

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

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, Rytary; 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

NAVICOR

http://the.oncology.agency



The Navicor Group

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

Full-time employees: 107 (2016), 74 (2015)

Office locations in North America: Columbus, OH; Westerville, OH; Philadelphia, PA

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), 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

2016 sales materials	30
2016 professional digital/web/mobile	30
2016 consumer broadcast	10
2016 promotional medical education	30

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

Project-based clients: 6 (2016), 6 (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 Silbgleit, SVP account services, previously at FCB 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

2016 sales materials	35
2016 professional digital/web/mobile	60
2016 professional print ads	5

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

Current healthcare/pharma accounts: Janssen, Invega Trinza, Invega Sustenna, Invokana, Invokamet XR, Invokamet, Project Indigo; Novartis, Cosentyx; Theravance, Vibativ; Mallinckrodt, Acthar; ZS-Pharma, ZS-9; Horizon Pharma, Krystexxa, Rayos; Pernix, Zohydro ER, Silenor; Sandoz, Generic Advair, Xarxio, Erelzi, Biosimilar Rituximab; Genentech, Pulmozye, Etrolizumab; United Therapeutics, Unituxin; Tahio Oncology, Lonsurf; Grifols, Prolastin-C; Reata Pharma, Bardoxolone, Omaveloxolone

Number of accounts gained in 2016: 11

Details of accounts gained: Theravance, Vibativ; Mallinckrodt, Acthar; ZS-Pharma, ZS-9; Horizon Pharma, Krystexxa, Rayos; Pernix, Silenor; Sandoz, Erelzi, Rituximab, Xarxio; Genentech, Etrolizumab, Pulmozye

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

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

2016 sales materials	21
2016 professional digital/web/mobile	10
2016 professional print ads	13
2016 consumer digital/web/mobile	10
2016 consumer print ads	12
2016 consumer broadcast	5
2016 promotional medical education	8
2016 direct marketing	16
2016 data science	5

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

Pacific Communications

18581 Teller Avenue, Anderson Office, Irvine, CA 92612

pacificcommunications.com

Founded: 1994

Full-time employees: 253 (2016), 245 (2015)

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

Senior management: Craig Sullivan, president; Joe Abiad, director, finance and agency operations; James Marlin, 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; Kun Yang Kim, SVP and director, client services; Judy 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

2016 sales materials	25
2016 professional digital/web/mobile	25
2016 professional print ads	5
2016 consumer digital/web/mobile	5
2016 consumer broadcast	5
2016 promotional medical education	25
2016 other	10

AOR clients: 23 (2016), 20 (2015)

Project-based clients: 10 (2016), 4 (2015)

Current healthcare/pharma accounts: Allergan, Natrelle breast implants and tissue expanders, Botox Chronic Migraine, Botox movement disorders, Botox upper-limb spasticity, Fetzima, Vraylar, Namzaric, Bystolic, Viibryd, Avycaz, Teflaro, Dalvance, Botox Cosmetic, Juvéderm collection of fillers, Juvéderm Voluma XC, Juvéderm Ultra and Ultra Plus XC, Juvéderm Ultra XC, Juvéderm Volbella XC, Kybella, Skinmedica, Latisse, Allergan Partner Privileges, Allergan Injector Training, Facial Aesthetic Consumer Portfolio, Aczone, Rhofade, Botox Hyperhidrosis, Tazorac, Cordran Tape, Sarecycline, Ozurdex, Restasis, Rapaflo

Number of accounts gained in 2016: 10

Details of accounts gained: Allergan, Fetzima, Viibryd, Vraylar, Namzaric, Avycaz, Teflaro, Dalvance, Juvéderm Volbella, Cordran tape, Sarecycline



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, 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

North America billings, breakdown by media/source

2016 professional digital/web/mobile	30
2016 professional print ads	30
2016 consumer digital/web/mobile	10
2016 consumer print ads	10
2016 promotional medical education	10
2016 data science	10

AOR clients: 11 (2016), 12 (2015)

Project-based clients: 6 (2016), 5 (2015)

Current healthcare/pharma accounts: Abbott Structural Heart U.S., MitraClip; Abbott Structural Heart Global, MitraClip; Abbott Diabetes; Adamas; Celgene, Otezla PsA, Otezla PSO, Otezla Global; Celgene, IDHIFA; Celgene, AG-221; Celgene, IKU, IKU Pharmacovigilance; DSM, Fish Oil, Engredea; Grunenthal, Intac; Halyard Health, On-Q Pain Relief System; Puma, Neratinib; Shire, Forensol

Number of accounts gained in 2016: 7

Details of accounts gained: Adamas; Celgene IDHIFA; Celgene, IKU; DSM, Fish Oil; Grunenthal, Intac; Halyard Health, On-Q Pain Relief System; Puma, Neratinib

Number of accounts lost: 1

Details of accounts lost: Alkermes



FEATURED WORK

Description: Professional campaign that dramatizes the problem of prescription drug abuse in order to tout the ability of abuse-deterrent technology to prevent the snorting, crushing, and injecting of both opioids and stimulants.

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

Full-time employees: 106 (2016), 99 (2015)

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

2016 North American revenue: \$20,644,000

AOR Clients: 14 (2016), 14 (2015)

Project-Based Clients: 6 (2016), 4 (2015)

Current healthcare/pharma accounts: Excellus BlueCrossBlueShield; Highmark Health; Rochester Regional Health, Bausch + Lomb, Carestream Health

Pascale

47 Bay Edge Court, Fairfield, CT 06824

pascalecommunications.com

Founded: 2005

Full-time employees: 30 (2016), 26 (2015)

AGENCY A-Z

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

AOR clients: 18 (2016), 18 (2015)

Project-based clients: 30 (2016), 26 (2015)

Current healthcare/pharma accounts: Abbott Medical Optics, AMO/Johnson & Johnson, RevitaLens OcuTec, Blink, Blink Contacts, Blink Eye Vitamins, Complete MoisturePlus, IntraLase, IntraLase FS, IntraLase iFS, Advanced CustomVue, Star S4, Baerveldt, Verisyse, iDesign, iDesign DX, WaveScan, iLASIK, iLASIK Suite, Tecnis 1-piece (ZCB00), Tecnis MF 1-Piece (ZMB00), Tecnis MF 3-Piece (ZMA00), Tecnis Toric (ZCT150), Tecnis Toric Extended Range, Tecnis Symphony, Tecnis Symphony Toric, Tecnis Low Add (+3.25 or ZLB00 & +2.75 or ZKB00), Tecnis iTec Preloader, Tecnis Toric Calculator, Healon, HealonGV, Healon5, Healon Endocoat, Healon Duet, WhiteStar Signature, Ellips FX, WhiteStar, WhiteStar Signature Pro, Compact Intuitiv, Catalys, iIndex, Cyclo G6, MP3 handpiece, Micropulse Laser Therapy (MPLT), MicroPulse, MLT (Micropulse Laser Trabeculoplasty), IQ 577, Q 810, IQ 532, GreenTip Soft Tip cannula, G-Probe, G-Probe Illuminate, Vision Share, PDEK, DMEK; AcuFocus, KAMRA Inlay, IC-8 small aperture IOL, AcuTarget HD; Second Sight, Argus II; Ocular Therapeutix, ReSure Sealant, OTX-DP, Dextenza; Topcon, PASCAL pattern scanning laser technology, PASCAL laser, Maestro OCT; Paragon BioTeck, Comfortear/Comfortear LacriSolve 180, iLast Clean/iLast Care, FreshKote, Tozal; Glaukos, iStent, iStent supra, Notal Vision, ForSee Home; Alimera Sciences, Iluvien; IOPtima, IOPtiMate, CO2Laser-Assisted Sclerectomy Surgery; Imprimis Pharmaceuticals, Tri-Moxi, Tri-Moxi-Vanc, Pred-Nepaf, Pred-Gati-Nepaf; Beaver-Visitec, Endoscopic Cyclophotocoagulation (ECP), 23G Endoscope; Novan, SB204; Allergan, Restasis, Xen, TrueTears; TearScience, LipiFlow Thermal Pulsation System, Lipiscan; Mederi, Stretta; TearLab, TearLab Osmolarity System; Lumenis, Array Laser Link, M22, Selecta Duet/Selecta Trio, Smart 532 photocoagulator; Diopsys, NOVA — VEP; eSight, eSight Eyewear, eSight 3; Clarity Medical Systems, HOLOS IntraOp; ScienceBased Health, HydroEye; SuperSonic Imagine, Aixplorer; CytoSorbents, CytoSorb; TouchPoint Medical, AccessPoint; Blue Sea Cosmetics; Body Vision Medical; Laminate 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, TrueTears; CureClick; NeuroRx, Cycludad; Clearside Biomedical; Vision Share, PDEK, DMEK; Halozyne; Pancreatic 301 Study

Number of accounts lost: 7

Details of accounts lost: NeuroRx, Cycludad CureClick Clearside Biomedical Curology HealthOx Halozyne, 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/non-profit/NGO, data science

AOR clients: 15 (2016), 13 (2015)

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

Number of accounts gained in 2016: 7

Number of accounts lost: 2

Pivot Healthcare Communications

9 Campus Drive, Parsippany, NJ 07054

pivotohealthcare.com

Founded: 2006

Senior management: Cindy Schermerhorn, president and CEO; Kerry Cavender, SVP 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

Full-time employees: 35 (2016), 25 (2015)

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

Recent executive hires: Valerie Shane, EVP of brand strategy (freelancer); Cathy Fenster, creative director, copy (freelancer); Nicole Bamba, managing director and medical director (freelancer); 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), 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

AOR clients: 7 (2016), 5 (2015)

Project-based clients: 12 (2016), 3 (2015)

Current healthcare/pharma accounts: Bayer, Nexavar U.S., Nexavar Global, Stivarga U.S., Stivarga Global, Xofigo, Eylea Global, betaseron, copanaslib, enetumab, 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, Xofigo, Eylea Global, betaseron, copanaslib, enetumab, 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

Full-time employees: 125 (2016), 110 (2015)

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: Sinead Whelan, VP of operations; Matthew Potter, VP and group account director; Amy Cypres, 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

AOR clients: 18 (2016), 14 (2015)

Project-based clients: 8 (2016), 6 (2015)

Current healthcare/pharma accounts: Acclarent, part of the Johnson & Johnson family of companies, Balloon Sinuplasty Systems; Amgen, unable to disclose; Alimera Sciences, Iluvien; Ariad Pharmaceuticals, Iclusig; Avanir Pharmaceuticals, Onzetra Xsail; Baxalta, now part of Shire; Obizur; Baxalta, now part of Shire, Vonvendi; Biolase, portfolio; Blue Earth Diagnostics, Axumin; Corcept Therapeutics, Korlym EMD Serono/Merck, trial branding; Exact Sciences, Cologuard; Harvard Business School/Kraft Precision Medicine Accelerator, corporate; Hill-Rom, med-surg/ICU business; Insulet, OmniPod; Kaléo Pharma, Auvi-Q; Lifebox, Pulse Oximeter; MannKind, Afrezza; Medivation, pipeline products (clinical trial); Medtronic, orthopedics; Merrimack Pharmaceuticals, corporate; Prometheus, Proleukin; ReVision Optics, Raindrop; Sobi, Kineret; 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; Amgen, unable to disclose; Baxalta, now part of Shire; Obizur; Baxalta, now part of Shire, Vonvendi; 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

Full-time employees: 393 (2016), 324 (2015)

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

AOR clients: 19 (2016), 14 (2015)

Project-based clients: 17 (2016), 15 (2015)

Number of accounts gained in 2016: 7

PRI Healthcare Solutions

140 East Ridgewood Avenue, 176N, Paramus, NJ 07652

prihcs.com

Founded: 2008

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

Full-time employees: 72 (2016), 55 (2015)

AGENCY A-Z

Office locations in North America: Paramus, NJ; New York, NY

Senior management: Tammy Chernin, SVP, business development, scientific and client services; Brian Layden, VP, marketing strategy and business development; Ron Scalici, SVP, creative, audience engagement, and analytics; Jamie Alexander, VP, client services; Jeff Forster, VP and head of communications and best practices; Roman Makukh, VP, digital products; Dana Ricci, VP, operations; Beth A. Kurdock, senior group account director; Melissa Mazza-Chiong, senior art director

Recent executive hires: Dana Ricci, VP, operations; Mario Neto, VP, sales and business development

Capabilities/services offered: Professional (marketplace/sales), 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

North America billings, breakdown by media/source

2016 promotional medical education	100
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AOR clients: 8 (2016), 6 (2015)

Project-based clients: 24 (2016), 20 (2015)

Number of accounts gained in 2016: 6

Publicis Health Media

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

publicishealthmedia.com

Founded: 2012

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

Full-time employees: 323 (2016), 220 (2015)

Office locations in North America: Philadelphia; New York; Chicago

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

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: 35 (2016), 27 (2015)

Project-based clients: 15 (2016), 8 (2015)

Number of accounts gained in 2016: 8

Number of accounts lost: 1

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

Full-time employees: 150 (2016), 140 (2015)

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/non-profit/NGO, data science

2016 North American revenue: \$40,000,000

AOR clients: 15 (2016), 10 (2015)

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

Details of accounts gained: 6

PulseCX

211 Progress Drive, Suite B, Montgomeryville, PA 18936

PulseCX.com

Founded: 2014

Full-time employees: 49 (2016), 53 (2015)

Senior management: David Zaritsky, CEO; Jay Bolling, executive chairman; Kurt Mueller, chief strategy officer; Edward Nathan, chief creative and science officer

Recent executive hires: Michelle Cafierro, director of UX and design, previously at Neat; Silvi Haldipur, group account director, previously at D4 Creative; Lauren Hartkom, group account director, previously at Harte-Hanks; Lauren Williams, group account supervisor, previously at Vivo

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)

2016 North American revenue: \$7,000,000

North America billings, breakdown by media/source

2016 sales materials	1,400,000
2016 professional digital/web/mobile	1,400,000
2016 consumer digital/web/mobile	1,750,000
2016 consumer print ads	700,000
2016 consumer broadcast	350,000
2016 direct marketing	1,400,000

AOR clients: 5 (2016), 6 (2015)

Project-based clients: 7 (2016), 3 (2015)

Current healthcare/pharma accounts: Allergan, Alphagan P, Combigan,

AGENCY A-Z

Lumigan, XEN Glaucoma Treatment System; Aptevo, IXinity, Episil, WinRho SDF; Boehringer Ingelheim, global; Ferring, Zomacton; Mead Johnson Nutrition, Enfamil, Enfacare, Enfagrow, Enspire, Gentlease, Nutramigen, PurAmino, Reguline; Medtronic, NuVent EM Balloon Sinus Dilation System; Neodyne, embrace Active Scar Defense; Valeritas, V-Go

Number of accounts gained in 2016: 3

Details of accounts gained: Allergan, Alphagan P, Combigan, Lumigan, XEN Glaucoma Treatment System; Boehringer Ingelheim, global; Valeritas, V-Go

Number of accounts lost: 1

Details of accounts lost: Shire, Vyvanse

Purohit Navigation

111 S. Wacker Drive, Suite 4700, Chicago, IL 60606

purohitnavigation.com

Founded: 1985

Senior management: Ahnal Purohit, CEO; Anshal Purohit, president; Monica Noce Kanarek, chief creative officer; Kimberly Hogen, CFO

QooQoo

14978 Sand Canyon, Studio 5, Irvine, CA 92618

itsqooqoo.com

Founded: 2011

Full-time employees: 19 (2016), 12 (2015)

Senior management: Clayton Daniels, founder and CEO; Gala Struthers, founder and CMO

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

North America billings, breakdown by media/source

2016 sales materials	20
2016 professional digital/web/mobile	20
2016 professional print ads	25
2016 consumer digital/web/mobile	20
2016 consumer print ads	10
2016 promotional medical education	5

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

Full-time employees: 600 (2016), 550 (2015)

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

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

Current healthcare/pharma accounts: Pfizer, Viagra Gilead, Harvoni, Epclusa Johnson & Johnson, LifeScan OneTouch, 23&Me, AARP

Number of accounts gained in 2016: 1

Details of accounts gained: 23&Me

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

Full-time employees: 175 (2016), 132 (2015)

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 Paragiaman 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 Tiedemann, 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

RED HOUSE HEALTHCARE MARKETING

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), payer/managed markets/access, 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)



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.

Relevate Health Group

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

relevatehcg.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

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 Iaquinto, 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

2016 sales materials	20
2016 professional digital/web/mobile	35
2016 professional print ads	5
2016 consumer digital/web/mobile	15
2016 consumer print ads	5
2016 promotional medical education	10
2016 direct marketing	10

AOR clients: 8 (2016), 7 (2015)

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

Current healthcare/pharma accounts: Abbott Point of Care, i-STAT System

analyzers, assays (cartridges), InfoHQ, pipeline products; Amgen, early development compounds, disease state awareness; Antares, Otrexup; Bayer, early development compounds; BMS, early development compounds; Halozyme, PEGPH20; Jubilant DraxImage, Ruby-Fill elution system and product family, ventilation and perfusion imaging, Hi-Con, T.I.M.E. patient education, MiBG, corporate website development and content management; Merial, OraVet, Previcox, Vaccines, Tresaderm, Antinol; Origin, gas plasma therapy; ProStrakan/Kyowa Kirin, Fareston, mogamulizumab, Sancuso; PDI, Prevantics Device Swab, Prevantics Antiseptics, Sanibrands; Veloxis, Envarsus XR

Number of accounts gained in 2016: 9

Details of accounts gained: Abbott Point of Care, pipeline products; BTG, TheraSphere; Halozyme, PEGPH20; Merial, Tresaderm, Antinol



RevHealth

55 Bank Street, Morristown, NJ 07960

revhealth.com

Founded: 2006

Full-time employees: 115 (2016), 102 (2015)

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

saatchiwellness.com

Founded: 1979

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

Full-time employees: 249 (2016), 247 (2015)

Senior management: J. D. Cassidy, managing director; Kathy Delaney, global chief creative officer; Camesina Ochoa, SVP 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

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

Project-based clients: 6 (2016), 9 (2015)

Number of accounts gained in 2016: 3

Number of accounts lost: 2

Sandbox

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

sandboxwww.com

Founded: 1982

Full-time employees: 363 (2016), 348 (2015)

Office locations in North America: Chicago; New York; Toronto; Los Angeles; Kansas City; Indianapolis; Des Moines

Senior management: Joe Kuchta, principal and chief client officer; Mark Goble, principal and chief integration officer; Julie Hamilton, managing director; Chad Smith, managing director; Chris Weber, chief strategy officer; Terry Lawrence, creative director; Barclay Missen, creative director; Denis O'Keefe, creative director; Michael McCartney, GM; Jody Cahill, SVP and director of agency operations

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, data science

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

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

Current healthcare/pharma accounts: Baxalta/Shire, Baxter, Biomarin, Coherus, Elanco Animal Health, Illinois Biotechnology Industry Organization [iBIO], Invictus Medical, Kite Pharma, Medivation, Mylan, Institutional Obagi Medical Products, Organogenesis, Sakura Finetek U.S.A., Upsher-Smith Laboratories, Valeritas

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

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Scout Marketing

3391 Peachtree Rd. NE, Suite 105,
Atlanta, GA 30326

findscout.com

Founded: 1999

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

Full-time employees: 135 (2016), 115 (2015)

Office locations in North America: Atlanta; Chicago; San Diego

Senior management: Jennifer Brekke, CEO; Bob Costanza, 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/non-profit/NGO, data science

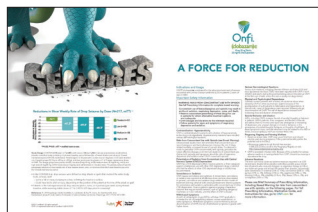
North America billings, breakdown by media/source

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

AOR clients: 10 (2016), 8 (2015)

Project-based clients: 0 (2016), 1 (2015)

Number of accounts gained in 2016: 2



FEATURED WORK

Description: ONFI (clobazam) CIV is a medication prescribed to treat seizures associated with Lennox-Gastaut Syndrome, a rare condition effecting 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.

Sentient Interactive

1 High Street Court, Suite 301, Morristown, NJ 07960

besentient.com

Founded: 2008

Parent Company: W2O Group, 50 Francisco Street, Suite 400, San Francisco, CA 94133

Full-time employees: 65 (2016), 55 (2015)

Office locations in North America: Morristown, NJ; New York, NY; San Francisco, CA; Los Angeles, CA; Austin, TX; Chicago, IL

Senior management: Adam Cossman, president and chief digital officer; Paulo Simas, chief creative officer; Jeff Rohwer, managing director, strategy and innovation; Walter Stevenson, managing director, operations; Dominic Viola, managing director, client services

Recent executive hires: Dominic Viola, managing director, client services, previously EVP and group management director at FCBCure

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

2016 North American revenue: \$10,800,000

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

AOR clients: 7 (2016), 5 (2015)

Project-based clients: 12 (2016), 14 (2015)

Current healthcare/pharma accounts: Boehringer Ingelheim, Flomax, Combivent, BI 501; Shionogi, Osphena; Kowa Pharmaceuticals, Livalo; Ipsen Biopharmaceuticals, Dysport, SomatulineDepot, Increlex; Afaxys: GPO and Pharma; CSL Behring: Haegarda; Abbvie: Oncology; Intuitive Surgical; Eisai, Lenvima, Aloxix; Neodyne Biosciences, Embrace Scar 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

Sentrix Health

230 Park Avenue South, 10th Floor, New York, NY 10003

sentrixhealth.com

Founded: 1990

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

Full-time employees: 55 (2016), 50 (2015)

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 med comm director

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), med ed (on-label, non-CME type), digital (a separate practice within the agency or expertise

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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	35
2016 professional digital/web/mobile	30
2016 professional print ads	20
2016 promotional medical education	10
2016 data science	5

AOR clients: 8 (2016), 9 (2015)

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

AOR clients: 5 (2016), 3 (2015)

Project-based clients: 31 (2016), 25 (2015)

Current healthcare/pharma accounts: Meda, Dymista, Aerospin; Mylan, Proctofoam; Cemptra, Solithromycin; Radius, Tymlos; Alnylam, Patisiran; Flexion, Zilretta, Jazz Pharmaceuticals, Defitelto, 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

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 professional digital/web/mobile	25
2016 consumer digital/web/mobile	15
2016 data science	60

AOR clients: 4 (2016)

Project-based clients: 3 (2016)

Current healthcare/pharma accounts: Biogen MS, Cerevast Neuros, InterPRO Biosciences MS Care Connect, Janssen GI, Pacira Exparel, Project ALS, ZS Pharma

Number of accounts gained in 2016: 7

Details of accounts gained: Connect, Janssen GI, Pacira Exparel, Project ALS, ZS Pharma

STONEARCH



StoneArch

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

stonearchcreative.com

Founded: 1984

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

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

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North America billings, breakdown by media/source

2016 sales materials	10
2016 professional digital/web/mobile	20
2016 professional print ads	10
2016 consumer digital/web/mobile	30
2016 consumer print ads	10
2016 other	20

AOR clients: 12 (2016), 13 (2015)

Project-based clients: 11 (2016), 12 (2015)

Current healthcare/pharma accounts: 3M Healthcare, Surgical Safety Solutions, Sterile Surface Solutions; ACIST Medical Systems, RXi, HDi, CVi; Baxter Healthcare Corporation, Amia, Kaguya, TeamPD, Viviva; Celcuity, CELx; Hill-Rom, Compella, Envela, Progressa, MetaNeb, VitalCough, Construction Solutions; Medela Healthcare, Invia Liberty, Invia Motion, Dominant Flex; Medela Breastfeeding, Sonata; Medtronic, Evolut R, Micra, Bio-Medicus; Molex, Phillips-MediSize; Nuvasive, XLIF, Magec; Oticon, Opn; Spectranetics, Stellarex; St. Jude Medical, MultiPoint Pacing, CardioMEMS; Step One Foods, therapeutic food; Urotronic, Optilume; Veracetyte, Percepta, Envisia, Afirma; Veran Medical, SPiN Thoracic Navigation System; Vigilanz, Enterprise Intelligence Resources; Wolters Kluwer Health, ProVation MD, ProVation Order Sets, ProVation Care Plans; Upsher-Smith, Qudexy XR

Number of accounts gained in 2016: 7

Details of accounts gained: Molex, Phillips-MediSize; Spectranetics, Stellarex; Urotronic, Optilume; Veran Medical, SPiN Thoracic Navigation System; Vigilanz, Enterprise Intelligence Resources; Upsher-Smith, Qudexy XR

Number of accounts lost: 1

Number of accounts resigned: 3



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.

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

North America billings, breakdown by media/source

2016 sales materials	10
2016 professional print ads	10
2016 consumer print ads	30
2016 consumer broadcast	50

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, Neox, 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

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, SVP 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, 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: 15 (2016), 15 (2015)

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

Number of accounts gained in 2016: 4

Number of accounts lost: 1

Number of accounts resigned: 1

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

AOR clients: 4 (2016), 3 (2015)

Project-based clients: 14 (2016), 12 (2015)

Number of accounts gained in 2016: 4

Number of accounts lost: 1

Number of accounts resigned: 1

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 Pfeleiderer, 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	20
2016 professional digital/web/mobile	35
2016 professional print ads	5
2016 consumer digital/web/mobile	6
2016 consumer print ads	2
2016 consumer broadcast	3
2016 direct marketing	20
2016 data science	3
2016 other	6

AOR clients: 23 (2016)

Number of accounts gained in 2016: 11

Triple Threat Communications

140 East Ridgewood Ave., Suite 415ST, Paramus, NJ 07652

ttchealth.com

Founded: 2004

Full-time employees: 34 (2016), 30 (2015)

Senior management: Tim Frank, owner and managing partner; Bob Hogan, EVP and director of consumer services; Meher Khambata, director of production and operations; John Lapos, 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

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

AOR clients: 4 (2016), 3 (2015)

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

Current healthcare/pharma accounts: Respiratory Oncology CNS Pain Management

Number of accounts gained in 2016: 2

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

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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

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" Kaneboughazian, 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

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 Cossman, 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 Con-

ductor 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 DiFrancesco, 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

2016 consumer digital/web/mobile	8,288,000
2016 public relations	70,000,000
2016 data science	32,560,000
2016 other	4,000,000

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

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



Warhaftig Associates

740 Broadway, 12th Floor, New York, NY 10003

warhaftig.com/access-marketing.html

Warhaftig Associates **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

2016 sales materials	2,200,000
2016 professional digital/web/mobile	50,000
2016 professional print ads	50,000
2016 other	400,000

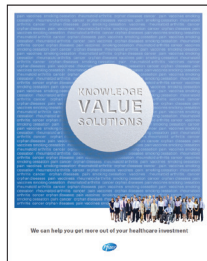
AOR clients: 4 (2016), 2 (2015)

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, Eylea

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

Full-time employees: 400 (2016), 350 (2015)

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 St. Louis; William Martino, managing director, Wunderman Health NY; Deborah Furey, SVP 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, SVP, 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

2016 professional digital/web/mobile	20
2016 consumer digital/web/mobile	60
2016 direct marketing	10
2016 data science	10

AOR clients: 21 (2016), 10 (2015)

Project-based clients: 9 (2016), 15 (2015)

Number of accounts gained in 2016: 9

Number of accounts lost: 4