
AGENCY

A-Z

A comprehensive guide to healthcare marketing and advertising firms, including contact details, rosters, wins, losses, and examples of creative work. Companies submitted their data as part of *MM&M's* annual agency review.



2e Creative

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

URL: www.2ecreative.com

Founded: 1999

Full-time employees: 60 (2017); 60 (2016)

Office Locations: St. Louis; San Diego

Senior Management: Ross Toohey, CEO; Steve Roseman, COO; Lynda McClure, VP; Melinda Love, VP; Brandon Chuang, VP

Recent Executive Hires: Melinda Love, VP, Formerly EVP Omnicom

Capabilities/Services Offered: Professional (marketplace/sales), Consumer (Rx), OTC/wellness, Relationship marketing/direct, Media planning + buying (consumer or professional), Med-ed (on-label, non-CME type), Digital; Payer/managed markets/access, Working with health tech startups or innovative tech, Public health/nonprofit/NGO, Data science

2017 North American Revenue: \$9,000,000

2017 U.S. billings breakdown

2017 sales materials:	30
2017 professional digital/web/mobile:	20
2017 professional print ads:	20
2017 consumer digital/web/mobile:	20
2017 consumer print ads:	2
2017 consumer broadcast:	2
2017 promotional medical education:	2
2017 direct marketing:	2
2017 data science:	2

AOR clients: 10 (2017); 5 (2016)

Project-based clients: 10 (2017); 10 (2016)

Current healthcare/pharma accounts: Acclity; Alcon, Surgical Retina, Glaucoma: Arjo; Avion Pharma, Balcoltra; Cumberland Pharma; Curium Pharma, Octreoscan; Editas Medicine; Ekso Bionics; Express Scripts; Intercept Pharma, Ocaliva; Johnson & Johnson; Medline; MilliporeSigma; Novartis, Illevro, Durezol; Thermo Fischer Scientific; Vision Group Holdings

Number of accounts gained in 2017: 9

Details of Accounts Gained: Acclity; Avion Pharma, Balcoltra; Curium Pharma, Octreoscan; Editas Medicine; Express Scripts; Intercept Pharma, Ocaliva; Medline; Thermo Fischer Scientific; Vision Group Holdings

Number of accounts lost in 2017: 1

Details of accounts lost in 2017: Novartis, Ciprodex

Number of accounts resigned in 2017: 2

Details of accounts resigned in 2017: National Perinatal Information Center; Pacific Biosciences



General Description: The HELX Evolution series of ultrasound systems represents the best of Siemens imaging. Tasked with increasing awareness and sales, 2e developed a web-based sales tool that allowed Siemens' field force access to the entire HELX collateral library and an in-app simulator showing off the systems' first-in-class touch capabilities.

Special Description: What makes Siemens HELX Evolution ultrasound systems so special are its first-in-class touchscreens. But how do you convey first-ever specialness, if it's, well, the first ever? Leveraging iPads, 2e built a digital sales tool with an actual system simulator inside, allowing HCPs to literally experience the evolution.



AbelsonTaylor

AbelsonTaylor

33 W Monroe, Suite 600, Chicago, IL, 60603

URL: www.abelsontaylor.com

Founded: 1981

Full-time employees: 366 (2017), 408 (2016)

Office Locations: Chicago; Indianapolis

Senior Management: Dale Taylor, President and CEO; Jay Carter, EVP, Director of Business Development; Jeff Berg, EVP, Director of Client Services; Stephen Neale, EVP, Chief Creative Officer; Keith Stenlund, EVP, Chief Financial Officer

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital; Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$71,600,000

2017 U.S. billings breakdown

2017 sales materials:	45
2017 professional digital/web/mobile:	15
2017 professional print ads:	8
2017 consumer digital/web/mobile:	15
2017 consumer print ads:	6
2017 consumer broadcast:	8
2017 direct marketing:	1
2017 data science:	1
2017 other:	1

AOR clients: 54 (2017); 43 (2016)

Current healthcare/pharma accounts: Abbott Diabetes, Freestyle Libre; Alexion, Strensiq, Kanuma; Allergan, Botox Therapeutic (Migraine); Amag, Makena; Amgen, Enbrel; Astellas, Mycamine, Ambisome, Cresamba; AstraZeneca, Imfinzi, new product; bluebird bio, Lenti-D, LentiG; Chiesi, Bethkis, Cardene IV, Curosurf, Pertyze, Zylflo CR, Cleviprex, Kengreal, Retavase; City of Hope, HCP Referral; CooperSurgical, Endosee; CSL Behring, Afstyl, CSL 112, Haegarda, Hizentra, Humate-P, Idelvion, Infugo, KCentra, Privigen, Relchayne, Berinert; Fresenius Kabi, Kabiven, Diprivan, Naropin, Simplist; Gilead, Letairis; Greenwich Biosciences, Epidiolex; Grifols, Apulmiq; Halyard Health, Coolief; Mallinckrodt, Acthar HP Gel; Mayne, Doryx, Fabior, Sorilux, Zubilta; Orexigen, Contrave; Sunovion, Aptiom, Latuda; Takeda Pharmaceuticals, Dexilant, Amitiza; Vericel, Maci

Number of accounts gained in 2017: 16

Details of accounts gained in 2017: Abbott Diabetes, Freestyle Libre; Alexion, Kanuma; bluebird bio, Lenti-D, LentiG; Chiesi, Retavase; City of Hope, HCP, Referral; CSL Behring, CSL 112, Infugo, Relchayne, Greenwich Biosciences, Epidiolex; Halyard Health, Coolief; Mayne,

Doryx, Fabior, Sorilux, Zubilta; Takeda Pharmaceuticals, Amitiza

Number of accounts lost in 2017: 5

Details of accounts lost in 2017: AstraZeneca, Tagrisso, Iressa; Avanir, Nuedexta; Pacira, Exparel; Therapeutics MD, TX-004HR



General Description:

COOLIEF* is a minimally-invasive, cooled radio-frequency procedure that provides up to 1 year of pain relief for patients with moderate to severe chronic pain in the knee (osteoarthritis) and other modalities.

Many patients believe what

they are doing to manage their chronic pain is good enough, though the pain becomes more excruciating everyday.

What makes it special: To accurately portray their condition, the "Visibly Painful" campaign shows an arrow in the knee, something patients would likely do something about it, and not try to just get by. The campaign demonstrates empathy while at the same time urging patients to find a better solution.

The Access Group

400 Connell Drive, Second Floor, Berkeley Heights, NJ, 07922

URL: www.theaccessgp.com

Founded: 1998

2017 North American Revenue: \$33,000,000

Full-time employees: 138 (2017), 134 (2016)

Office Locations: Berkeley Heights, NJ; Princeton, NJ; New York City; Boston; Los Angeles; San Diego; San Francisco

Senior Management: Eric Bishea, CEO; Kevin Barnett, Managing Partner; Seth Gordon, Managing Partner; Michael Webster, Managing Partner; Leana Wood, Managing Partner

Recent Executive Hires: Sr. VP HEOR; Sr. VP Business Development (3); Sr. VP Client Services (2); Sr. VP Operations; VP Human Resources; VP Data & Analytics

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Data science; View Conditions This question has display logic

2017 U.S. billings breakdown

2017 promotional medical education:	19
2017 other:	81

AOR clients: 11 (2017); 13 (2016)

Project-based clients: 50 (2017); 35 (2016)

Number of accounts gained in 2017: 15

Number of accounts lost in 2017: 2

ApotheCom

800 Township Line Road, Suite 300, Yardley, PA, 19067

URL: www.apothe.com

Founded: 1997

Full-time employees: 210 (2017), 200 (2016)

List the location of all offices in North America: New York; Yardley, PA; San Francisco; Chicago

Senior Management: Elaine Ferguson, Global CEO; Paul Archer, Global Chief Strategy Officer; Beth McMahon-Wise, Global Chief Medical Officer; Leslie Taylor, Global Chief Digital Officer; Matt Lewis, Global Chief Data and Analytics Officer

Recent Executive Hires: Jessica Fraval, EVP, Finance Director (previously at inVentiv Health)

Capabilities/services offered: OTC/wellness; Med ed (on-label, non-CME type); Digital; Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$41,715,000

2017 U.S. billings breakdown

2017 professional digital/web/mobile:	\$6,000,000
2017 promotional medical education:	\$16,015,000
2017 data science:	\$1,650,000
2017 data science:	\$1,650,000
2017 other:	\$18,050,000

AOR clients: 29 (2017); 20 (2016)

Project-based clients: 18 (2017); 12 (2016)

Number of accounts gained in 2017: 38

Number of accounts lost in 2017: 6

Number of accounts resigned in 2017: 1

Area 23

622 Third Avenue, 3rd Floor, New York, NY, 10017

URL: www.area23hc.com

Founded: 2007

Parent Company: FCB Health

Full Time Employees: 375 (2017), 325 (2016)

Office Locations: New York, NY

Senior Management: Renee Mellas, EVP, Managing Director; Tim Hawkey, EVP, Managing Director, Executive Creative Director; Latifa Alladina, EVP, Group Management Director; Michael Kizilbash, EVP, Group Creative Director; Mike Lieberman, PhD, EVP, Director, Scientific and Medical Affairs; Brad Peebles, EVP, Group Management Director; Jeremy Vallimont, EVP, Group Strategic Planning Director

Recent Executive Hires: Scott Richards, SVP, Engagement Director, Rich & Rich Ventures; Michelle Bornstein, SVP, Management Director, Liquid Hub/Eveo

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME

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type); Digital; Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 U.S. billings breakdown

2017 sales materials:	8
2017 professional digital/web/mobile:	38
2017 professional print ads:	7
2017 consumer digital/web/mobile:	25
2017 consumer print ads:	4
2017 consumer broadcast:	3
2017 data science:	5

AOR clients: 22 (2017); 20 (2016)

Current healthcare/pharma accounts: Aclaris; Allergan; Astellas; Bayer; Beiersdorf; Boehringer Ingelheim; Daiichi-Sankyo; Eagle; Genentech; Gilead; GSK; Horizon; Indivior; Inmed; Lilly; Novartis; Optinose; Patients Like Me; Roche; Synergy; Veru; ViiV

Number of accounts gained in 2017: 12

Details of Accounts Gained: Aclaris, one new product AOR assignment; Allergan, one new product AOR assignment; Axovant, one new product AOR assignment; Daiichi-Sankyo, one new product AOR assignment; Horizon, one new product AOR assignment; Lilly, two new AOR product assignments; Novartis, one new product AOR assignment; Optinose, one new product AOR assignment; Patients Like Me, new AOR assignment; Veru, one new product AOR assignment; ViiV, one new product AOR assignment

Arteric



475 Springfield Avenue, Suite 302,
Summit, NJ, 07901

URL: <https://arteric.com>

Founded: 1999

Full time employees: 23 (2017), 21 (2016)

Office Locations: Summit, NJ

Senior Management: Hans Kasperetz, cofounder, president and chief

strategist; Allie Gaddy, cofounder, director of social media; Kevin Doherty, controller; Heather Eckhaus, vice president, client services; Ross O'Shea, vice president, creative director; Lloyd McGarrigal, vice president, software development

2017 North American Revenue: \$3,950,000

2017 U.S. billings breakdown

2017 professional digital/web/mobile:	\$3,610,000
2017 consumer digital/web/mobile:	\$340,000

Project-based clients: 18 (2017); 10 (2016)

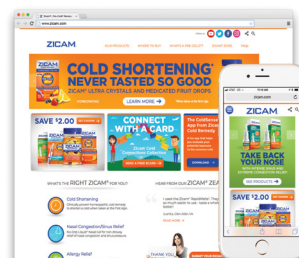
Current healthcare/pharma accounts: Celgene, Corporate, Medical Information, IT, Advocacy, Patient Support, Otezla HCP (US & Global), IDHIFA HCP & Patient, Ozanimod US HCP, REMS, Revlimid, Austria Rise and PSAundO; Matrixx Initiatives, Corporate, Zicam; Moberg Pharma, Dermoplast, Balmex; Daiichi Sankyo; Novartis; Apellis

Number of accounts gained in 2017: 8

Details of accounts gained in 2017: Celgene, IDHIFA HCP & Pro, Ozanimod, Research Oncology, CMI; Moberg Pharma, Dermoplast

Number of accounts lost in 2017: 2

Details of accounts lost in 2017: Celgene Research Oncology, Celgene IT HDM



Description: Zicam®, the leading cold-shortening medicine, competes in the crowded cough/cold/allergy/sinus category. With an ultimate goal of expanding brand reach, the Zicam® team sought to increase digital brand engagement, reduce cost per engagement, and increase the number of email subscribers, while holding media spend flat

year over year.

Why is your sample ad special? Along with increasing coupon downloads (41%), impressions (191%), and clicks (149%) while decreasing cost per click by 55%, reorganizing and optimizing search engine marketing (SEM) tactics increased website sessions by 84%, ad clicks by 86%, and new email sessions by 92%. We're now leveraging artificial intelligence to further enhance SEM.

Ashfield Healthcare Communications

125 Chubb Avenue, 5th Floor, Lyndhurst, NJ, 07071

URL: www.ashfieldhealthcare.com/en/area-of-expertise/healthcare-communications-en/

Founded: 1983

Parent Company: UDG Healthcare

Full Time Employees: 411 (2017), 172 (2016)

Office Locations: Lyndhurst, New Jersey; Cary, North Carolina; Boston; Middletown, Connecticut; Chicago; New York; Burlingame, California; Oakland, California

Senior Management: Doug Burcin, President; Matt Jacobson, Executive Director; Michael Stevinson; Senior Vice President/Agency Head, StemScientific; Cheryl Sabetta, Senior Vice President/Agency Head, Infusion; Terri Greenley, Senior Vice President/Agency Head, CodonMedical; Amy Parke, Senior Vice President, Business Development; Lisa Druce, Senior Vice President, Commercial Operations and Development; Maureen Franco, CEO, Cambridge BioMarketing; Alyson Connor, President, MicroMass; Phil Stein, CEO, MicroMass

Recent Executive Hires: Doug Burcin was appointed president, Ashfield Healthcare Communications, in February 2018

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech

2017 North American Revenue: \$83,700,000

2017 U.S. billings breakdown

2017 sales materials:	\$6,000,000
2017 professional digital/web/mobile:	\$14,400,000
2017 professional print ads:	\$1,200,000
2017 consumer digital/web/mobile:	\$14,000,000
2017 consumer print ads:	\$600,000
2017 promotional medical education:	\$12,500,000
2017 direct marketing:	\$7,600,000
2017 other:	\$27,400,000

AOR clients: 48 (2017); 23 (2016)

Project-based clients: 81 (2017); 42 (2016)

Current healthcare/pharma accounts: Acadia Pharmaceuticals; AcetRx; Acorda; Actelion; Aerie; Akcea; Alexion; Alkermes; Amgen; Astellas; AstraZeneca; Audentes; Aveo; AveXis; Bayer; Beijing Biostar; Biogen; BioMarin; BioTime; Bristol-Myers Squibb; Celgene; Circassia; Crealta; CSL Behring; Cytokinetics; Daiichi Sankyo; EMD Serono; Enzyvant; Epizyme; Forest Pharmaceuticals; Galera Therapeutics; Genentech; Genomic Health; Gilead Sciences; GlaxoSmithKline; Greenwich BioSciences; Grifols; Hologic; Incyte Corporation; Inmed; Horizon; Intercept; Intuitive Surgical; Ironwood Pharmaceuticals; Janssen Pharmaceuticals; Kastle Therapeutics; Kyowa Kirin; La Jolla Pharmaceuticals; Lipocine; Lexicon Pharmaceuticals; Mallinckrodt; Mayne Pharma; Merck; Mylan; Nestle Nutrition; Novartis; Novo Nordisk; Pacira; Pfizer; Regeneron; Retrophin; Roche; Sagent Pharmaceuticals; Sanofi; Sage Therapeutics; Sun Pharmaceutical Industries; SwiftPath; Takeda; Tesaro; Teva; United Technologies; Valeant Pharmaceuticals; Voyager

Number of accounts gained in 2017: 33

Details of accounts gained in 2017: Acadia Pharmaceuticals; Aerie; Alkermes; Amgen; AveXis; Beijing Biostar; CSL Behring; Cytokinetics; EMD Serono; Enzyvant; Epizyme; Greenwich Biosciences; Inmed; Janssen Pharmaceuticals Kastle Therapeutics; Lipocine; Sagent Pharmaceuticals; Sage Therapeutics; Sanofi; SwiftPath; Teva; Valeant; Voyager

Number of accounts lost in 2017: 1

Details of accounts lost in 2017: Aegerion

Beacon Healthcare Communications

135 Route 202/206 South, Suite 1, Bedminster, NJ, 07921

Founded: 2001

Full time employees: 75 (2017), 75 (2016)

Office Locations: Bedminster, NJ; Palo Alto, CA

Senior Management: John Puglisi, President; Tim Millas, Managing Partner, Chief Creative Officer; Larry Lannino, General Manager; Bill Werbaneth, Executive Creative Director; Jon Logue, Chief Administrative Officer

Recent Executive Hires: Amy Whitcomb, Director Multi Channel Marketing; Deborah Fletcher, Business Development Director

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Data science

2017 North American Revenue: \$11,000,000

2017 U.S. billings breakdown

2017 sales materials:	20
2017 professional digital/web/mobile:	50
2017 professional print ads:	5
2017 consumer digital/web/mobile:	5
2017 consumer print ads:	5
2017 consumer broadcast:	5
2017 data science:	10

AOR clients: 7 (2017); 7 (2016)

Project-based clients: 3 (2017); 2 (2016)

Current healthcare/pharma accounts: Allergan, Restasis; Ferring, Zomacton; US World Meds, Xadago, Lucymera, Apokyn; Hema Biologics, Corporate, SevenFact; rEvo Biologics, Atryn; Tesaro, Varubi

Number of accounts gained in 2017: 2

Details of accounts gained in 2017: Tesaro, Varubi; Gilead, Strategic Work; Celgene, Strategic Analytics Work

Benchworks

Benchworks

954 High Street, 1, Chestertown, MD, 21620

URL: www.benchworks.com

Founded: 1991

Full Time Employees: 46 (2017), 45 (2016)

Office Locations: Philadelphia; Chestertown, MD; Boston

Senior Management: Thad L. Bench, CEO; Melissa Johnston, President; Emil Andrusko, Sr. VP of Pharmaceutical Strategy; Brenda Vujanic, COO; Jeff Nuse, Director of Financial Operations; Dave Cimosori, Creative Director; Randy Malone, Associate Creative Director

Recent Executive Hires: Randy Malone, Associate Creative Director. Previous employers were DiD and Digitas

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); Relationship marketing/direct; Media planning + buying (consumer or professional); Digital; Payer/managed markets/access; Working with health tech startups or innovative tech

2017 North American Revenue: \$10,000,000

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2017 U.S. billings breakdown

2017 sales materials:	\$500,000
2017 consumer digital/web/mobile:	\$1,500,000
2017 consumer print ads:	\$2,000,000
2017 consumer broadcast:	\$200,000
2017 promotional medical education:	\$1,500,000
2017 direct marketing:	\$500,000
2017 other:	\$3,800,000

AOR clients: 10 (2017); 5 (2016)

Project-based clients: 42 (2017); 23 (2016)

Current healthcare/pharma accounts: Akili Interactive Labs; BlueStar BioAdvisors; EMD/Serona; Endo Pharma; Insmad; Ironshore Pharma; MacroGenics; Mallinckrodt; Neos Therapeutics, Adzenys XR-ODT; Adzenys ER, Cotempla XR-ODT; Noven, Minivelle, Brisdelle, CombiPatch; Otsuka, Abilify, Abilify Maintena, Samsca; Pfizer, Trumenba, Eleyso, Prevnar, RMG; Radius, Tymios; Sebela Pharma; Shire, Mydayis, Vyvanse, OBU; Sun Pharma, LTC, Yonsa, Infugem; Supernus, Oxtellar, Trokendi; Valeant; Vanda, Fanapt; Vernalis, Moxatag, Tuzistra; Vertical, Methylphenidate 72, Osmolex; West

Number of accounts gained in 2017: 13

Details of accounts gained in 2017: BlueStar BioAdvisors; Gilead; MacroGenics; Mallinckrodt; Neos Therapeutics, Cotempla XR-ODT; Pfizer, Prevnar; Quest; Sebela Pharma; Shire, Mydayis; Vanda, Fanapt; Vernalis, Moxatag, Tuzistra; Vertical, Methylphenidate 72, Osmolex

Number of accounts lost in 2017: 5

Details of accounts lost in 2017: Noramco; Pfizer, Somavert, Genotropin, Prevnar; Quest; Teva, Synribo; CNS/Pain; Vernalis, Moxatag, Tuzistra



the three easy steps for HCP practices

Description: This piece for Pfizer's TRUMENBA MenB vaccine clearly and concisely illustrated the ease of stocking, storing and using TRUMENBA. It accomplished this by way of using clean but bold design and minimal support copy to reinforce the simplicity of

SVP, Director of Scientific Brand Enhancement; Jad Daccurso, SVP, Management Supervisor

Recent Executive Hires: Diane Iler-Smith, SVP, Executive Creative Director, formerly Ogilvy; Steve Walker, SVP, Director of Scientific Brand Enhancement, formerly Array BioPharma

Capabilities/services offered: Professional (marketplace/sales); Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech

2017 U.S. billings breakdown

2017 sales materials:	50
2017 professional digital/web/mobile:	35
2017 professional print ads:	10
2017 consumer digital/web/mobile:	5

AOR clients: 7 (2017); 5 (2016)

Current healthcare/pharma accounts: Novartis: Kisqali, Afinitor, Tyverb; AstraZeneca: Tagrisso

Exelixis: Cabometyx, Cometriq Array and Pierre-Fabre: Binimetinib, Encorafenib Agios: Ivosidenib

Number of accounts gained in 2017: 3

Details of accounts gained in 2017: Exelixis: Cabometyx, Cometriq; AstraZeneca: Tagrisso

The Bloc

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

URL: www.thebloc.com

Founded: 2000

Full-time employees: 156 (2017), 174 (2016)

Office Locations: New York

Senior Management: Susan Miller Viray, Founding Partner; Rico Viray, Founding Partner; Jennifer Matthews, President, managing Partner; Katya Petrova, EVP, Primary Care; Ane Jones, EVP, Oncology & Rare Disease; Dan Sontupe, EVP, Value Builders (Payer Strategy); Julie Yoon, EVP, Growth & Global Operations; Brit Till, EVP, Executive Creative Director Recent Executive Hires: John Canevari, SVP, Brand Experience; Jessica Ehrhardt, SVP, Creative Director; Ane Jones, EVP, Oncology & Rare Disease; Wai-Man Leung, SVP, Finance

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$40,000,000

Biolumina

75 Varick Street, 10th floor, New York, NY, 10013

URL: www.biolumina.com

Founded: 2008

Parent Company Name: Omnicom Group

Office Locations: New York

Senior Management: Kirsten A. Kantak, President and Chief Executive Officer; Diane Iler-Smith, SVP, Executive Creative Director; Laura MacSwan, SVP, Director of Client Services & Integrated Marketing; Brenda Aske, RPh, SVP, Creative Strategist; Steve Walker,

2017 U.S. billings breakdown

2017 sales materials:	25
2017 professional digital/web/mobile:	10
2017 professional print ads:	10
2017 consumer digital/web/mobile:	15
2017 consumer print ads:	10
2017 direct marketing:	10
2017 other:	20

AOR clients: 14 (2017); 16 (2016)

Project-based clients: 6 (2017); 8 (2016)

Current healthcare/pharma accounts: Acorda; Amarin; Astellas; AstraZeneca; Becton Dickinson; Bristol-Myers Squibb; Celgene; Kuros Biosciences; Merck; Mission Pharmacal; Novartis; Otsuka; Regeneron; Sanofi; Spencer Home Solutions; Zoetis

Number of accounts gained in 2017: 8

Details of accounts gained in 2017: Astellas, Global & US oncology launch; AstraZeneca, Global & US T2D brand, Global T2D brand, LCM assignment, Payer Assignments; Acorda, Payer assignment; Otsuka, Payer assignment; Pfizer, Essential Health brand

Number of accounts lost in 2017: 2

Details of accounts lost in 2017: BMS/Pfizer, CV brand; Genentech, Hemophilia brand

Number of accounts resigned in 2017: 1

Details of accounts resigned in 2017: Montefiore Health System

Butler/Till Health Group

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

URL: Butlertill.com

Founded: 1998

Full time employees: 119 (2017), 110 (2016)

Office Locations: Rochester, NY; New York; San Francisco

Senior Management: Kimberly Jones, President; Peter Infante, Chief Strategy Officer; Melissa Palmer, CFO/COO; Keith Betz, VP of Client Services; Stacey Barlow, VP of Media Investment; Mike Della Porta, VP of Technology & Operations; Amanda DeVito, VP of Engagement; Gabrielle Bedewi, Chief Analytics Officer; Britton Rollins, GM of Brand Cool (A division of Butler/Till); Lori Burghardt, VP of Talent Management

Recent Executive Hires: Britton Rollins, GM of Brand Cool-previously in leadership positions at Saatchi & Saatchi, DDB SF and W20 Group; Gabrielle Bedewi, Chief Analytics Officer-previously in leadership positions at Excellus BlueCross BlueShield, Ernst & Young, The Nielsen Company and SIGMA Marketing Group; Lori Burghardt, VP of Talent Management- previously in leadership positions at Xerox

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital; Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$18,853,244

AOR clients: 68 (2017); 61 (2016)

Project-based clients: 68 (2017); 61 (2016)

Current healthcare/pharma accounts: Aclaris, Eskata; Bausch + Lomb, Stellaris Elite Anterior, Stellaris Elite Posterior, enVista, Victus, iS-ert, Clarisert, Storz, ULTRA, Soothe XP, PreserVision, Lumify, Specialty Vision Products, Biotrue ONEday, Peroxyclear; Celgene, Otezla, Ozanimod; Cynosure, SculpSure; Ferring, Cervidil, Euflexxa, Zomacton, Clenpiq, Bloombox, My Fertility Navigator; Hologic, MyoSure, NovaSure, Affirm Prone, Brevera, Yes Means Test, Diagnostics, Genius, 3Dimensions, Aptima; Ironwood, Zurampic, Duzallo; Pharming, Ruconest; Rigel, Tavalisse; Recro, Meloxicam; Salix, Cycloset, Xifaxan, Relistor; L'Oreal, CeraVe; Platinum Health Care, Transcranial Magnetic Stimulation Centers of America; Welch Allyn; RetinaVue Network

Number of accounts gained in 2017: 12

Details of accounts gained in 2017: Ferring; Reproductive Health Portfolio, Clenpiq, Zomacton CynoSure, SculpSure; Ironwood, Duzallo, Zurampic; Welch Allyn, RetinaVue Network; Celgene, Ozanimod; Rigel, Tavalisse; Recro, Meloxicam; Salix, Xifaxan (DTC); Bausch + Lomb, PreserVision, Lumify; Platinum Health Care; Transcranial Magnetic Stimulation Centers of America; Hologic, 3 Dimensions, Women's Health/Diagnostics

Number of accounts lost in 2017: 1

Details of accounts lost in 2017: Grunethal, INTAC

Cadent Medical Communications

450 West 15th Street, 4th Floor, New York, NY, 10011

URL: syneoshealthcommunications.com/global-network/cadent-medical-communications

Founded: 2000

Parent Company: Syneos Health

Full-time employees: 99 (2017), 90 (2016)

Office Locations: New York; Irving, TX

Senior Management: Wendy Balter, President; Ellen McCarthy, Managing Director, NY; Raphael Garza, Managing Director, Texas

Recent Executive Hires: Wendy Balter, President

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your 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: 2 (2017); 1 (2016)

Project-based clients: 21 (2017); 19 (2016)

Number of accounts gained in 2017: 6

Number of accounts lost in 2017: 1

Cadient

72 E. Swedesford Rd., Malvern, PA, 19355

URL: www.cadient.com

Founded: 2002

Full time employees: 177 (2017), 170 (2016)

Office Locations: Malvern, PA; Philadelphia; Santa Monica, CA;

Senior Management: William Reese, Chief Innovation Officer; Bob Holloway, VP Strategy; Maria Swope, VP Global Operations; Chris Mycek, Chief Customer Officer; Bryan Hill Chief Technology Officer

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$32,000,000

2017 U.S. billings breakdown

2017 sales materials:	10
2017 professional digital/web/mobile:	38
2017 professional print ads:	5
2017 consumer digital/web/mobile:	38
2017 consumer print ads:	3
2017 promotional medical education:	2
2017 direct marketing:	2
2017 data science:	2

AOR clients: 6 (2017); 7 (2016)

Project-based clients: 27 (2017); 23 (2016)

Current healthcare/pharma accounts: Achillion, disease education; AstraZeneca, Byetta, Bydureon, Farxiga, Onglyza; Amerihealth Caritas, corporate; Bioverativ, Investigator Support; GSK, open innovation; Otsuka, clinical trials; Bayer, medical affairs; Abbott, corporate; Abbott Nutrition; BMS, Sprycel; Incyte, Jakafi; Santen, corporate, Opsiria; AbbVie, corporate

Number of accounts gained in 2017: 5

Details of accounts gained in 2017: Bioverativ, Investigator Support; Nabriva, Corporate; Abbott Nutrition; Santen Pharmaceuticals, corporate & Opsiria; AbbVie, corporate

Number of accounts lost in 2017: 1

Details of accounts lost in 2017: Cempira Labs, Solithera (did not get FDA approval)

Calcium

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

URL: www.CalciumUSA.com

Founded: 2012

Full time employees: 90 (2017), 65 (2016)

Office Locations: New York; Philadelphia; San Francisco

Senior Management: Steven Michaelson, Founder/Chief Executive Officer; Judy Capano, Managing Partner, Chief Operating Officer; Steve Hamburg, Managing Partner, Chief Creative Officer; Garth McCallum-Keeler, Managing Partner, Chief Strategy Officer; Melissa Morrow, Partner, Chief Client Officer; Don Feiler, Partner, Chief Digital Officer; Jim Hunter, Partner, Chief Financial Officer

Recent Executive Hires: Charlene Leitner, EVP, Management Director

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital; Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$22,500,000

2017 U.S. billings breakdown

2017 sales materials:	20
2017 professional digital/web/mobile:	20
2017 professional print ads:	5
2017 consumer digital/web/mobile:	20
2017 consumer print ads:	5
2017 consumer broadcast:	5
2017 promotional medical education:	5
2017 direct marketing:	10
2017 public relations:	5
2017 data science:	5

Current healthcare/pharma accounts: Bristol-Myers Squibb, ORENCIA; ITF Pharma, Teglutik; Nabriva Therapeutics, Lefamulin; NMS Labs, Corporate; Strongbridge Biopharma, KEVEYIS; Sun, MyChoice; United Therapeutics, Portfolio, Orenitram Patient, Orenitram HCP, Tyvaso; Y-mAbs, Pipeline Products; Genentech, XBO, Transplant, Love Your Colon; Boston Biomedical, Pipeline Products; Eggland's Best, Eggland's Best Eggs; Spectrum Pharmaceuticals, Evomela, Marqibo; Knipper, KnippeRx

Number of accounts gained in 2017: 8

Details of accounts gained in 2017: Bristol-Myers Squibb, ORENCIA; ITF Pharma, Teglutik; Nabriva Therapeutics, Lefamulin; NMS Labs, Corporate; Sun, MyChoice; United Therapeutics, Portfolio, Orenitram Patient; Y-mAbs, Pipeline Products

Number of accounts lost in 2017: 1

Details of accounts lost in 2017: Company ceased operations



CAMBRIDGE BIOMARKETING

Cambridge BioMarketing

245 First Street, 12th Floor, Cambridge, MA, 02142

URL: www.cambridgebmg.com

Founded: 2001

Parent Company Name: UDG Healthcare

Full-time employees: 113 (2017), 110 (2016)

Office Locations: Cambridge, MA; Oakland, CA

Senior Management: Maureen Franco, CEO; Mike Hodgson, CCO; Shauna Horvath, Director of Operations; 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 & New Business Development

Executive Hires: Annemarie Crivelli, Director Digital Services, Irene McCarty, Director of Delivery, Marissa McNally-Costello, Director of Brand Planning, Carina Whitridge, Director of Client Services

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$24,000,000

2017 U.S. billings breakdown

2017 sales materials:	25
2017 professional digital/web/mobile:	25
2017 professional print ads:	5
2017 consumer digital/web/mobile:	20
2017 promotional medical education:	15
2017 direct marketing:	10

AOR clients: 9 (2017); 9 (2016)

Project-based clients: 8 (2017); 6 (2016)

Current healthcare/pharma accounts: Akcea, volanesorsen; Alexion; Strensiq, Kanuma, Soliris, Eculizumab; Amgen, BioMarin; Kuvan, Vimazim; Pegvaliesi, Daiichi-Sankyo, Pexadartinib; Horizon, Ravicti; Intercept, Ocaliva; La Jolla, Giapreza; Retrophin, Thiola, Cholbam; Kyowa, Kirin, Mogamulizumab, Audentes, Amgen, Voyager

Number of accounts gained in 2017: 4

Details of accounts gained in 2017: Amgen, Enzyvant, Voyager, new indications

Number of accounts lost in 2017: 1

Details of accounts lost in 2017: Aegerion



Description: Our urea cycle disorders (UCDs) awareness campaign seeks to change physician perception from understanding these conditions as acute to focusing on the chronic, long-term threats of even slightly elevated ammonia levels.

What makes it special: The creative works to emotionally connect physicians with the long-term dangers of UCDs, as well as the fragility and future of the pediatric patients they treat. The campaign — like UCDs themselves — cannot be ignored.

Carling Communications

2550 Fifth Avenue, Suite 150, San Diego, CA, 92103

URL: carlingcom.com

Founded: 2010

Full-time employees: 75 (2017), 70 (2016)

Office Locations: San Diego

Senior Management: Sherri Wilkins, Chief Creative Officer; Kim Barcenilla, EVP, Client Services; Denise D'Agostino, SVP, Client Services; Amy Pamus, SVP, Client Services; Grace Battaglia, VP Client Services; Lacey Christman, Creative Director

Recent Executive Hires: Lacey Christman, Creative Director; Saatchi & Saatchi Wellness; Kim Barcenilla, EVP, Client Services; Giant Creative Strategy; Denise D'Agostino, SVP, Client Services; Daggerwing Health

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); Digital (it's a separate practice within your agency or expertise is diffused throughout)

Parent Company: Fishawack Group of Companies

2017 North American Revenue: \$13,900,000

2017 U.S. billings breakdown

2017 sales materials:	85
2017 other:	15

AOR clients: 4 (2017); 2 (2016)

Project-based clients: 10 (2017); 10 (2016)

Current healthcare/pharma accounts: Bausch + Lomb, Lacrisert, Lotemax, Macugen, Prolensa, Retisert, Visudyne, Vyzulta, Zylet; Merz Pharmaceuticals: Aesthetics, Radiesse, Merz Aesthetics Filler, Corporate; Santen, Opsiria, Corporate; Charleston Labs, OINV; Dermira, Cimzia; Pernix, Zohydro ER, Silenor; Roche-Global, Ocrevus; Acerus, Corporate, Natesto, Gynoflor; Aerie Pharmaceuticals, Corporate; Allegro Pharmaceuticals, Luminate; SciFluor Life Sciences, SF0166; Stealth; Biotherapeutics, LHON; UCB, Cimzia

Number of accounts gained in 2017: 5

Details of accounts gained in 2017: Aerie Pharmaceuticals, Corporate; Allegro Pharmaceuticals, Luminate; SciFluor Life Sciences, SF0166; Stealth Biotherapeutics, LHON; UCB, Cimzia

CDM

220 East 42nd St., 11th floor, New York, NY, 10017

URL: cdmagencies.com

Founded: 1984

Parent Company Name: Omnicom

Full-time employees: 550 (2017), 500 (2016)

Office locations: CDM New York; CDM Princeton; CDM Montreal

Senior Management: Kyle Barich, CEO; Chris Palmer, President- CDM New York; Gregg Geider, President- CDM Princeton; Eric Berkeley, Executive Director, CDM International

Recent Executive Hires: Gregg Geider was formerly at FCB Health

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your 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 2017: 8

Number of accounts lost in 2017: 1

Closerlook

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

URL: closerlook.com

Full-time employees: 80 (2017), 120 (2016)

Office Locations: Chicago; New York

Senior Management: David Ormesher, CEO; Jon Sawyer, President; Greg Silich, CFO; Ryan Mason, Chief Creative Officer; Allison Davis, Chief Client Officer; Steve Tulk, CTO

Recent Executive Hires: Steve Tulk, CTO, formerly at Kaptivating; Steve Buecking, VP, Executive Producer, formerly Independent Consultant

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Data science

2017 U.S. billings breakdown

2017 sales materials:	20
2017 professional digital/web/mobile:	20
2017 consumer digital/web/mobile:	20
2017 direct marketing:	20
2017 data science:	20

CMI/Compas

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

URL: cmimedia.com

Founded: 1989

Full time employees: 426 (2017), 352 (2016)

Parent Company Name: WPP Health & Wellness

Office locations: New York; Cherry Hill, NJ; Parsippany, NJ; Chicago; Philadelphia; King of Prussia, PA; Chapel Hill, NC

Senior Management: Stan Woodland, CEO; Susan Dorfman, Chief Commercial Officer; James Woodland, Chief Operating Officer; John Donovan, CFO; Nancy Logue, VP, Human Resources; Nicole Woodland-De Van, SVP, Buying Services & Deliverables; Gia Mauriello, EVP, Commercial Excellence; Eugene Lee, EVP, Managing Director; Rebecca Frederick, EVP, Managing Director; Elizabeth Barron, EVP, Managing Director; Paul Kallukaran, EVP, Performance Analytics & Data Sciences; Justin Freid, EVP, Managing Director

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your 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: Abbott; AbbVie; Acadia Pharmaceuticals; Adamas Pharmaceuticals; Agios Pharmaceuticals; Amag Pharmaceuticals; Amgen; Astellas; AstraZeneca; Bayer Healthcare Pharmaceuticals; Blue Earth Diagnostics; Boehringer Ingelheim; Boston Scientific; Celgene; Chiesi USA; Circassia Pharmaceuticals; Clovis Oncology; Dova Pharmaceuticals; Eli Lilly & Co.; Endo Pharmaceuticals; Exelixis; Fresenius; Genentech; GlaxoSmithKline; Intercept; Johnson & Johnson; Livanova; Medtronic; Merz Pharmaceuticals; Novartis/Alcon; Otsuka America Pharmaceutical; Pharmacyclics; Sanofi; Seattle Genetics; Shire; Sunovion; Vestergaard S.A.; Zaluvida Corporate AG

Number of accounts gained in 2017: 8

Number of accounts lost in 2017: 1

Concentric Health Experience

330 Hudson Street, Floor 5, New York, NY, 10013

URL: www.concentrichx.com

Founded: 2002

Parent Company Name: MDC Partners

Full-time employees: 248 (2017), 226 (2016)

Office locations: New York Headquarters with satellite offices in Orange County and Toronto

Senior Management: Ken Begasse, Chief Executive Officer, Founder; Michael Sanzen, Chief Creative Officer, Founder; Colleen Carter, Chief Experience Officer; Roseann Roccaro, Chief Financial Officer; Robin Roberts, General Manager; Adam Cohen, Executive Creative Director

Recent executive hires: Colleen Carter, Chief Experience Officer. Previously, Director of Innovation with Juice Pharma; Sayan Ray, Executive Creative Director. Previously, Executive Creative Director with Grey; Tracey O'Brien, Managing Director. Previously, Director of Client Services with H4B Chelsea; Diane Vinch, Managing Director. Previously, Director of Client Services with Sudler & Hennessey

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$48,000,000

2017 U.S. billings breakdown

2017 sales materials:	15
2017 professional digital/web/mobile:	25
2017 professional print ads:	20
2017 consumer digital/web/mobile:	25
2017 consumer print ads:	10
2017 promotional medical education:	5

AOR clients: 27 (2017); 20 (2016)

Project-based clients: 3 (2017); 2 (2016)

Current healthcare/pharma accounts: Sunovion Pharmaceuticals; Sage Therapeutics; Novo Nordisk; Novartis; Otsuka Pharmaceutical; Mist Pharmaceuticals

Number of accounts gained in 2017: 10

Number of accounts lost in 2017: 3

Number of accounts resigned in 2017: 1

Continuum Clinical

650 Dundee Road, suite 250, Northbrook, IL, 60062

URL: www.continuumclinical.com

Founded: 2014

Full time employees: 153 (2017), 119 (2016)

Office Locations: Northbrook, IL; Chicago, IL

Senior Management: Stanton Kawer, Chairman & CEO; Lowell Cantor, Chief Operating Officer; Neil Weisman, EVP Patient Recruitment & General Manager; Ken Shore, EVP Business Development; Pamela Landau, SVP Patient Recruitment; Cheryl Dewey, VP, Performance & Technology; Tamara Costopoulos, VP, Strategic Accounts; Sandy Chase, VP, Clinical Trials Insights & Experience; Nariman Nasser, VP, Site Engagement; Frieda Hernandez, VP, Business Development; Jennifer Hillerich, VP, Account Service; Laura Lentz, VP, Account Leadership

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$23,495,037

2017 U.S. billings breakdown

2017 sales materials:	\$1,159,347
2017 consumer digital/web/mobile:	\$1,442,950
2017 consumer print ads:	\$202,330
2017 consumer broadcast:	\$2,026,335
2017 public relations:	\$990,267
2017 other:	\$17,673,808

AOR clients: 6 (2017); 5 (2016)

Project-based clients: 11 (2017); 11 (2016)

Number of accounts gained in 2017: 19

Number of accounts lost in 2017: 15

Number of accounts resigned in 2017: 1

Create NYC

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

URL: createnyc.com

Founded: 2009

Full-time employees: 29 (2017), 26 (2016)

Office Locations: New York City

Senior Management: Natalie McDonald, President; Lauren Wetmore, Director of Account Services; Katie Sutherland, Director of New Business Strategy; Maria Perez, Director of Operations; Christen Jones, Director of Creative Operations; Sue Cohen, CFO

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); Relationship marketing/direct; Digital (it's a separate practice within your agency or expertise is diffused throughout); Public health/nonprofit/NGO

2017 North American Revenue: \$14,908,531

2017 U.S. billings breakdown

2017 sales materials:	10
2017 professional digital/web/mobile:	25
2017 professional print ads:	5
2017 consumer digital/web/mobile:	25
2017 consumer print ads:	5
2017 direct marketing:	30

AOR clients: 21 (2017); 17 (2016)

Project-based clients: 47 (2017); 43 (2016)

Number of accounts gained in 2017: 8

Cyan Health

130 Valley Road, Suite C, Montclair, NJ, 07042

URL: www.cyanhealth.com

Founded: 2014

Full time employees: 17 (2017), 10 (2016)

Office locations: 130 Valley Road, Montclair, NJ 07042

Senior Management: Amber Gilbert, Principal; Cheri Roseborough, Sr. Director of Operations; Adrienne Palmieri-Johnston, Sr. VP Client Services; Joshua Phillips, Sr. VP Client Services; Jamie Van Iderstine, VP, Group Account Director; Ed Shankman, Sr. Creative Director; Rick Kelly, Sr. Market Access Consultant

Recent Executive Hires: Ed Shankman, Sr. Creative Director (Sway); Joshua Phillips, Sr. VP Client Services (SAI); Rick Kelly, Sr. Market Access Consultant (Everyday Health); Adrienne Palmieri-Johnston, Sr. VP Client Services (Ogilvy CommonHealth)

Capabilities/services offered: Payer/managed markets/access

2017 North American Revenue: \$5,046,000

AOR clients: 4 (2017); 2 (2016)

Project-based clients: 10 (2017); 6 (2016)

Current healthcare/pharma accounts: Regeneron/Sanofi Genzyme, KEYZARA, cemiplimab; Sanofi, competitive intelligence; Braeburn Pharmaceuticals, CAM2038; Mallinckrodt, H.P. Acthar Gel

Number of accounts gained in 2017: 3

Details of accounts gained in 2017: Regeneron/Sanofi Genzyme cemiplimab; Sanofi, competitive intelligence; Braeburn Pharmaceuticals, CAM2038

Number of accounts lost in 2017: 1

Details of accounts lost in 2017: Celgene

2017 U.S. billings breakdown

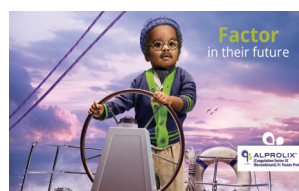
2017 sales materials:	35
2017 professional digital/web/mobile:	15
2017 professional print ads:	5
2017 consumer digital/web/mobile:	15
2017 consumer print ads:	10
2017 data science:	10
2017 other:	10

AOR clients: 25 (2017); 23 (2016)

Project-based clients: 7 (2017); 3 (2016)

Number of accounts gained in 2017: 5

Number of accounts lost in 2017: 3



"factor in their future."

Description: When treating children with hemophilia B, we need doctors to remember the factor they use today can also protect them for tomorrow. So we used provocative patient imagery to show the patient's potential, while telling doctors to

Why it is special? In a category dominated by generic quality of life images, these provocative images not only break conventions, they clearly communicate to our customers the benefit of this special treatment.

Deloitte Digital

330 Hudson St, 9th Floor, New York, NY, 10013

URL: www.deloittedigital.com

Founded: 2012

Parent Company: Deloitte

Full-time employees: 2,045 (2017), 2,022 (2016)

Office locations: Chicago; Denver; Greensboro, NC; Los Angeles; New York; Red Bank, NJ; San Francisco; Seattle; Washington, DC

Senior Management: Larry Mickelberg: Managing Director, Life Sciences Agency Lead; Chris Zant: Life Sciences Leader; David Rosner: Digital Life Sciences Leader, U.S.

Recent Executive Hires: Barbara Hill: Specialist Leader - previously at Accenture; Larry Mickelberg: Managing Director, Life Sciences Agency Lead - previously at Havas Health

Capabilities/services offered: Professional (marketplace/sales), Consumer (Rx), OTC/wellness, Relationship marketing/direct, Digital (it's a separate practice within your agency or expertise is diffused throughout), Payer/managed markets/access, Working with health tech startups or innovative tech, Public health/nonprofit/NGO, Data science

2017 North American Revenue: \$130,000,000

2017 U.S. billings breakdown

2017 sales materials:	5
2017 professional digital/web/mobile:	40
2017 consumer digital/web/mobile:	30
2017 direct marketing:	10
2017 data science:	10
2017 other:	5

DDB[®] Health

DDB Health

200 Varick Street, Third Floor, New York, NY, 10014

URL: www.ddbhealth.com

Founded: 2016

Full time employees: 182 (2017), 171 (2016)

Office Locations: 200 Varick Street, New York, NY 10014

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 (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Data science

2017 North American Revenue: \$56,000,000

Project-based clients: 63 (2017); 54 (2016)

Current healthcare/pharma accounts: Due to confidentiality agreements, we are unable to provide names for the record

Number of accounts gained in 2017: 7



DevicePharm

2100 Main Street, Suite 250, Irvine, CA, 92614

URL: www.DevicePharm.com

Founded: 2002

Full time employees: 35 (2017), 35 (2016)

Office Locations: Orange County, CA; Minneapolis, MN; Austin, TX

Senior Management: Clay Wilemon, CEO & Chief Strategy Officer; Jon Hermie, President; Joseph Banuelos, VP, Creative Director; Christine Horton, VP & General Manager; Amber Chao, Vice President

Capabilities/services offered: Professional (marketplace/sales), Consumer (Rx), Relationship marketing/direct, Media planning + buying (consumer or professional), Med ed (on-label, non-CME type), Digital (it's a separate practice within your agency or expertise is diffused throughout), Working with health tech startups or innovative tech

2017 North American Revenue: \$18,000,000

2017 U.S. billings breakdown

2017 sales materials:	20
2017 professional digital/web/mobile:	25
2017 professional print ads:	10
2017 consumer digital/web/mobile:	20
2017 promotional medical education:	5
2017 direct marketing:	5
2017 public relations:	5
2017 other:	10

AOR clients: 4 (2017); 3 (2016)

Project-based clients: 32 (2017); 31 (2016)

Current healthcare/pharma accounts: Bausch + Lomb Surgical, Baxter, Concierge Key Health, Glaukos, Heraeus Medical, ReShape Medical, Smith & Nephew

Number of accounts gained in 2017: 8

Details of accounts gained in 2017: Aerin Medical, Abbott, Concierge Key Health, Heraeus Medical; Mirion Technologies, Owens & Minor, Smith's Medical, St Jude (Now Abbott)

Number of accounts lost in 2017: 4

Details of accounts lost in 2017: Accuray, Biolase, Lombard, Sentrian

Number of accounts resigned in 2017: 2

Details of accounts resigned in 2017: Nexstim, Sotera Wireless



Description: Multichannel digital media continues to increase in importance for campaigns targeting HCPs and consumers. The examples above represent sophisticated brand execution across multiple digital and traditional media channels by Glaukos.



DiD

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

URL: www.didagency.com

Founded: 2004

Full-time employees: 120 (2017), 120 (2016)

Office locations: Ambler, PA; Philadelphia; Healdsburg, CA

Senior Management: Peter Kenney, Founding Partner; Rick Sannem, Founding Partner; Elyse Cole, Managing; Bill Fay, Managing Partner; Abby Galardi, Managing Partner; Patty Henhoeffter, Managing Partner; Michael Golub, MD, FACP, Vice President Medical and Scientific Imaging; Jennifer Threlfall, Vice President-Strategic Client Partnerships

Recent Executive Hires: Valerie Smith, Group Account Director (DMW Direct); Anna McClure, Creative Director-DiD West; Mickey Lynch, Director of Strategy (Cadient Group); Christina Mullen, Sr. Director of Strategy (Cadient Group); Kristin Colleluori, Account Director (ComQuip)

Capabilities/services offered: Professional (marketplace/sales), Consumer (Rx), OTC/wellness, Relationship marketing/direct, Media planning + buying (consumer or professional), Med ed (on-label, non-CME type), Digital (it's a separate practice within your agency or expertise is diffused throughout), Payer/managed markets/access, Working with health tech startups or innovative tech, Public health/nonprofit/NGO, Data science

2017 North American Revenue: \$20,500,400

2017 U.S. billings breakdown

2017 sales materials:	\$3,075,100
2017 professional digital/web/mobile:	\$5,125,000
2017 professional print ads:	\$3,075,100
2017 consumer digital/web/mobile:	\$3,075,100
2017 consumer print ads:	\$3,075,100
2017 consumer broadcast:	\$1,640,000
2017 direct marketing:	\$1,435,000

AOR clients: 17 (2017); 10 (2016)

Project-based clients: 5 (2017); 15 (2016)

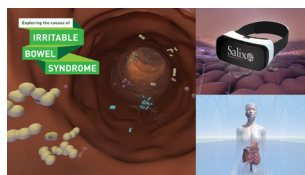
Current healthcare/pharma accounts: Johnson & Johnson Consumer, Tylenol, Johnson's Baby, Salix Corporation, Xifaxin IBS-D, Xifaxin-HE; Janssen Pharmaceuticals, INVEGA SUSTENNA, INVEGA TRINZA; OraPharma, ARESTIN, NeutraSal, OSSIX; L'Oreal, CeraVe;

AGENCY A-Z

Hologic GSS, MyoSure, NovaSure; Bausch + Lomb, Bausch + Lomb ULTRA SVS, Bausch + Lomb ULTRA for Presbyopia, Bausch + Lomb ULTRA for Astigmatism, BioTrue ONEday SVS, BioTrue ONEday for Presbyopia, BioTrue ONEday for Astigmatism, BioTrue ONEday Multi Purpose Solution; Neuronetics; Prestige, Monistat, Clear Eyes; Novartis, Cosentyx; Dr. Reddy's, Doans, Nupercainal; Johnson & Johnson Surgical; Ethicon; Halyard, On-Q; WellSpring Pharmaceuticals, Bonine, Emetrol, Micatin, FDS; Carmex, Carmex Cold Sore; EMD Serono, Technology Fertility Business; Wright Medical, Lower extremities

Number of accounts gained in 2017: 5

Details of accounts gained in 2017: Halyard, On-Q; EMD Serono: Technology Fertility Business; Wright Medical: Lower extremities; Novartis: Cosentyx



Description: This virtual reality experience was designed to educate our customers on the causes of Irritable Bowel Syndrome (IBS) in an unbranded and unforgettable way. It has been presented at in-service demonstrations and trade shows. With client expecta-

tions exceeded and a positive impact in the field completed, phase two of this award-winning resource is currently in the works.

What makes this ad special? This project quickly conveys the complexities of irritable bowel syndrome for primary care doctors. It is digestible and memorable, which hopefully helps more patients get diagnosed faster. It's a special project for both this reason and because it's a first for the agency.

Digitas Health

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

URL: www.digitashealth.com

Founded: 2007

Parent Company: Publicis Health

Full-time employees: 475 (2017), 500 (2016)

Office Locations: Philadelphia; New York; San Francisco

Senior Management: Matt McNally, President, Digitas Health North America; Eric Muller, Managing Director North America; Collette Douaihy, EVP, Executive Creative Director; Brian Lefkowitz, EVP, Executive Creative Director; Susan Manber, Chief Planning Officer; Lee Fraser, EVP Science and Medicine; Brendan Gallagher, EVP, Health Experience Transformation; Craig Douglass, Chief Growth Officer

Capabilities/services offered: Professional (marketplace/sales), Consumer (Rx), OTC/wellness, Relationship marketing/direct; Media planning + buying (consumer or professional), Digital (it's a separate practice within your agency or expertise is diffused throughout), Working with health tech startups or innovative tech, Public health/nonprofit/NGO, Data science

AOR clients: 26 (2017); 18 (2016)

Project-based clients: 8 (2017); 7 (2016)

Number of accounts gained in 2017: 11

Number of accounts lost in 2017: 2

Dudnyk

5 Walnut Grove Drive, Suite 300 and 350, Horsham, PA, 19044

URL: www.dudnyk.com

Full-time employees: 96 (2017), 86 (2016)

Office locations: Horsham, PA

Senior Management: Christopher Tobias, Ph.D.; President; Laurie Bartolomeo, EVP/Creative Director; Annemarie Armstrong, EVP/Dir of Client Services; Drew Desjardins, EVP/Chief Strategy Officer; John Kemble, EVP/Creative Director

Recent Executive Hires: John Burt, VP/Director of Project Management and Resourcing; Director of Operations, Annodyne and VP, Project Management, MRM/McCann

Capabilities/services offered: Professional (marketplace/sales), Relationship marketing/direct, Digital

2017 North American Revenue: \$16,900,000

2017 U.S. billings breakdown

2017 sales materials:	35
2017 professional digital/web/mobile:	35
2017 professional print ads:	20
2017 direct marketing:	10

AOR clients: 9 (2017); 10 (2016)

Current healthcare/pharma accounts: Agilis Biotherapeutics, Product in development, Shire, Cinryze, Kalbitor, Firazyf, Product in development, Alnylam, Product in development, Sun Ophthalmology, Product in development, Bromsite, Sunovion, Product in development for 2 indications, Jazz Pharmaceuticals, Erwinaze, Defitelio, Vyxeos

Number of accounts gained in 2017: 1

Details of accounts gained in 2017: Agilis Biotherapeutics, Product in development

Number of accounts lost in 2017: 2

Details of accounts lost in 2017: Merck, Sivextro; Flexion Therapeutics, Zilretta

Number of accounts resigned in 2017: 1

Details of accounts resigned in 2017: Merck, Cubicin

elevate®

Elevate Healthcare

930 Harvest Drive, Suite 430, Blue Bell, PA, 19422

URL: www.elevatehc.com

Founded: 2015

Full time employees: 17 (2017), 11 (2016)

Senior Management: Lorna Weir & Frank X. Powers, Managing Partners, Barry Schmader, Chief Creative Officer; Kathleen Nelson PhD, Chief Scientific Officer, Lisa Tamborello, Executive Director, Human Resources & Workplace Operations

Capabilities/services offered: Professional (marketplace/sales), Consumer (Rx), OTC/wellness, Relationship marketing/direct; Media planning + buying (consumer or professional), Med ed (on-label, non-CME type), Digital (it's a separate practice within your agency or expertise is diffused throughout), Payer/managed markets/access, Working with health tech startups or innovative tech, Public health/nonprofit/NGO, Data science

2017 North American Revenue: \$5,626,633

2017 U.S. billings breakdown

2017 sales materials:	50
2017 professional digital/web/mobile:	45
2017 professional print ads:	5

AOR clients: 7 (2017); 5 (2016)

Project-based clients: 10 (2017); 6 (2016)

Current healthcare/pharma accounts: Kaléo Pharmaceuticals, Evzio; Galen US, Adasuve; Grifols, Hypermunes; Hill-Rom, Clinical Workflow Solutions; Vyaire, Multiple Products; DePuy Synthes Trauma, Multiple Products; DePuy Synthes Spine, New Product; Novum Pharmaceuticals, Alcantin A, Aloquin, Novacort; Insulet, OmniPod

Number of accounts gained in 2017: 6

Details of accounts gained in 2017: Grifols, Hypermunes; Hill-Rom, Clinical Workflow Solutions; Vyaire, Multiple Products; DePuy Synthes Trauma, Multiple Products; DePuy Synthes Spine, New Product; Insulet, OmniPod



Description: We asked patients with schizophrenia and bipolar I disorder to describe and draw their escalating agitation episodes. The idea behind the campaign was to translate and highlight their emotions into insights on this misunderstood condition and patient

presentation. The results were remarkable portraits that inspired this professional HCP campaign for ADASUVE (loxapine) inhalation powder featuring One Breath Technology (OBT).

Entrée Health

200 Varick Street, Floor 2, New York, NY, 10014

URL: entreehealth.com/

Founded: 1997

Parent Company: DAS Group of Companies

Full-time employees: 138 (2017), 129 (2016)

Office locations: New York; Princeton, NJ

Senior Management: Andrew Gottfried, President; Nina Manasan Greenberg, PhD, Managing Partner, Executive Creative Director

Capabilities/services offered: Digital (it's a separate practice within your agency or expertise is diffused throughout), Payer/managed markets/access, Data science

2017 North American Revenue: \$29,000,000

AOR clients: 19 (2017); 15 (2016)

Project-based clients: 9 (2017); 8 (2016)

Current healthcare/pharma accounts: AbbVie, AndroGel, Creon, Synthroid; Acadia, Nuplazid; Agios, Tibsovo; Bayer, CGC; Becton Dickinson: Nexiva; DePuy Synthes, ATTUNE; Knee Replacement System; EMD/Serono, EMD Serono Managed Markets, Gonal F, Rebif; Genentech, Esbriet, Xolair; Rituxan; Merck, Market Research; Novartis, Entresto; Novo Nordisk, Saxenda; Pfizer, Eliquis, Ibrance, Lyrica, Rapid3; Radius, Tymlos; Regeneron/Sanofi, Praluent; Spark, Luxturna; Relypsa, Veltassa; Genentech, Hemlibra; Takeda, Ninlaro, Iclusig; Sun, Ilumya, OTX-101; Egalet, Arymo ER; UCB, Epilepsy Population Health; Optinose, XHANCE

Number of accounts gained in 2017: 11

Details of accounts gained in 2017: Merck, Market Research; Teva, Employer Channel; Acadia, Nuplazid; Regeneron; Spark, Luxturna; Agios, Tibsovo; Novartis, EMA401, Entresto; Radius, Tymlos; Egalet, Arymo ER; UCB, Epilepsy Population Health

Number of accounts lost in 2017: 6

Details of accounts lost in 2016: Celgene; Amgen; Neurocrine; Shire; AstraZeneca

Evoke Group

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

URL: www.evokegroup.com

Founded: 2006

Parent Company: Huntsworth Health

Full-time employees: 323 (2017), 250 (2016)

Office Locations: New York; Philadelphia; Chicago; Los Angeles

Senior Management: Reid Connolly, Founder and CEO; Heather Torak, Chief Operating Officer Tom Donnelly, President, Evoke Health

Recent Executive Hires: Emma Gilding: EVP, Planning (from J. Walter Thompson); Jeff Carbone: VP, Payer Strategy (from The Bloc); Pat Thistlethwaite, Managing Director, Data, Analytics and Activation (from Traverse HealthStrategy)

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Capabilities/services offered: Professional (marketplace/sales), Consumer (Rx), OTC/wellness, Relationship marketing/direct, Media planning + buying (consumer or professional), Digital (it's a separate practice within your agency or expertise is diffused throughout), Payer/managed markets/access, Working with health tech startups or innovative tech, Public health/nonprofit/NGO, Data science

2017 North American Revenue: \$92,300,000

2017 U.S. billings breakdown

2017 sales materials:	5
2017 professional digital/web/mobile:	10
2017 professional print ads:	1
2017 consumer digital/web/mobile:	31
2017 consumer print ads:	6
2017 consumer broadcast:	15
2017 direct marketing:	6
2017 public relations:	11
2017 data science:	6
2017 other:	9

AOR clients: 31 (2017); 16 (2016)

EVOLUTION MEDICAL COMMUNICATIONS

Evolution Medical Communications

One Blue Hill Plaza, 8th Floor, Pearl River, NY, 10965

URL: www.evolutionmedcom.com

Founded: 2005

Full time employees: 103 (2017), 64 (2016)

Office Locations: Pearl River, NY; Philadelphia; Montreal, Quebec, Canada

Senior Management: Mark Edfort, Managing Partner Carolyn Harts, Managing Partner Andrea Lanzetta, Managing Partner; Marina Jean, Chief Growth Officer; Maureen Drexler, VP Account Services Angela Searles, VP Meetings & Events; Thomas Loonam, VP Scientific Services

Recent Executive Hires: Marina Jean, Chief Growth Officer, previous EVP, Managing Director, Harrison & Star; Managing Partner, Director of Strategic & Scientific Services, AgencyRX; Managing Partner, Lab9; SVP, Medical Director, Cline Davis Mann, DDBRx; Thomas Loonam, VP Scientific Services, previous SVP, Medical Director BGB Group; SVP, Medical Director; Health4Brands; SVP, Director of Scientific Services, The Falk Group

Capabilities/services offered: Professional (marketplace/sales), Relationship marketing/direct, Med ed (on-label, non-CME type), Digital (it's a separate practice within your agency or expertise is diffused throughout), Payer/managed markets/access, Working with health tech startups or innovative tech, Data science

2017 North American Revenue: \$24,400,000

2017 U.S. billings breakdown

2017 sales materials:	\$325,000
2017 professional digital/web/mobile:	\$2,950,000
2017 promotional medical education:	\$19,755,000
2017 direct marketing:	\$750,000
2017 data science:	\$620,000

AOR clients: 15 (2017); 12 (2016)

Project-based clients: 9 (2017); 6 (2016)

Current healthcare/pharma accounts: Avanir, Neudexta; Alnylam, Patisiran; Biogen, Spinraza; Ferring, Menopur, Endometrin, GI franchise; Genentech, Tecentrig, Pulmozyme, Pipeline; Incyte, Jakafi; Rhythm, Setmelanotide; Sun, Odomzo; Shire, Cinryze, Elaprase, Firazyr, Gattex, Kalbator, Natpara, SHP-555, VPRIV, Xiidra; Verastem, Duvelisib

Number of accounts gained in 2017: 6

Details of accounts gained in 2017: Alnylam, Patisiran; Biogen, Spinraza, Ferring, GI franchise; Sun, Odomzo; Shire, SHP-555; Verastem, Duvelisib



Description: The "How SPINRAZA Works" video is intended to educate adolescents and adults living with SMA or caregivers of SMA patients about the mechanism and clinical presentation of different types of SMA as well as the mechanism of action of SPINRAZA.

For why unique: Spinal muscular atrophy is a complex genetic disease, and patients with SMA range in age from infants to adults. Most materials to date have been targeted to pediatric patients and their caregivers with few materials available for adults with SMA. Evolution partnered with Biogen to create videos to answer this need.

Evolution partnered with Biogen to create videos to answer this need.

Excitant Healthcare Advertising

1410 Meadowbrook Way, Woodstock, GA, 30189

URL: www.excitanthealthcare.com

Founded: 2011

Full-time employees: 8 (2017), 8 (2016)

Office Locations: Woodstock, GA

Senior Management: Mark Perlotto, President & CEO; Brian Alex, VP Creative Director

Capabilities/services offered: Professional (marketplace/sales), Consumer (Rx), OTC/wellness, Relationship marketing/direct, Media planning + buying (consumer or professional), Med ed (on-label, non-CME type), Digital (it's a separate practice within your agency or expertise is diffused throughout), Working with health tech startups or innovative tech

2017 U.S. billings breakdown

2017 sales materials:	30
2017 professional digital/web/mobile:	20
2017 professional print ads:	10
2017 consumer digital/web/mobile:	15
2017 consumer print ads:	10
2017 consumer broadcast:	5
2017 direct marketing:	5
2017 other:	5

AOR clients: 2 (2017); 2 (2016)

Project-based clients: 6 (2017); 6 (2016)

Current healthcare/pharma accounts: Galen, SYNERA; Krona, Natavi (3 sub-brand formulations); Marine Ingredients, Corporate identity, Alpha&Omega, NutraSolve3, Phyto3; McKesson, EIS Special projects; Merz North America, Mederma (10 different sub-brands); Prevention Pharmaceuticals (3 different sub-brands); Sebela Pharma, MiCort HC; Zoetis, WITNESS POC Diagnostics line (8 different sub-brands), Reference Lab Diagnostics line (20 different sub-brands), Canine Reproductive Services, Equine Reproductive Services, PeopleFirst Management Training Services; ProfitSolver System

Number of accounts gained in 2017: 1

Details of accounts gained in 2017: Marine Ingredients, Corporate identity, Alpha&Omega, NutraSolve3, Phyto3

FCBCure

5 Sylvan Way, Parsippany, NJ, 07054

URL: fcb cure.com

Founded: 2015

Parent Company: Interpublic Group

Full time employees: 150 (2017), 147 (2016)

Office Locations: Parsippany, NJ

Senior Management: Tammy Fischer, EVP Managing Director; Steven Hebert, EVP Managing Director

Recent Executive Hires: Tammy Fischer, EVP Managing Director; Jo-Anne Callahan, SVP Management Director; Lisa Russo, SVP Group Management Director; Colleen Zester, SVP Group Management Director; Dan Romeo, SVP Group Creative Director; Alix Rancier, SVP Group Creative Director; Dania Alarcon, EVP Director Medical and Scientific Affairs

Capabilities/services offered: Professional (marketplace/sales), Consumer (Rx), OTC/wellness, Relationship marketing/direct, Media planning + buying (consumer or professional), non-CME type), Digital (it's a separate practice within your agency or expertise is diffused throughout), Working with health tech startups or innovative tech, Data science

AOR clients: 23 (2017); 19 (2016)

Project-based clients: 2 (2017); 4 (2016)

Current healthcare/pharma accounts: Aquestive, 1 AOR Assignment; Arena Pharmaceuticals, 1 AOR Assignment; Bayer Healthcare, 3 AOR Assignments; Ferring Pharmaceuticals, 1 AOR Assignment; Gilead,

1 AOR Assignment; Heron Therapeutics, 2 AOR Assignments; Ironwood, 2 AOR Assignments; Merck, 2 AOR Assignments; NovoNordisk, 5 AOR Assignments; Shinogi, 2 AOR Assignments, Vertex, 4 AOR Assignments.

Number of accounts gained in 2017: 12

Details of accounts gained in 2017: Aquestive, 1 AOR Assignment; Bayer Healthcare, 3 AOR Assignments; Ferring Pharmaceuticals, 1 AOR Assignment; Gilead, 1 AOR Assignment; Ironwood, 2 AOR Assignments; Merck, 2 AOR Assignments; Shinogi, 2 AOR Assignments,

Number of accounts lost in 2017: 2

Details of accounts lost in 2017: J&J Vision Care, Celgene Oncology

FCB Health

100 West 33rd Street, New York, NY, 10001

URL: www.fcbhealthcare.com

Founded: 1977

Parent Company: Interpublic Group

Full-time employees: 590 (2017), 535 (2016)

Office Locations: Parsippany, NJ, FCBCure; Yonkers, NY, Hudson Global; Toronto, Canada, FCB Health Toronto

Senior Management: Dana Maiman, President, CEO; Rich Levy, Chief Creative Officer; Michael Guarino, Chief Commercial Officer; Lisa DuJat, Chief Talent Officer; Tom Kelly, Chief Financial Officer; Ken Beatty, Chief Analytics Officer

Recent Executive Hires: Jeffrey M Giermek, SVP, Creative Director, GSW Advertising; Robert Paul Adsit, SVP, Creative Director, Grey Group; Marlena Louise Connor, SVP, Management Director, DePirro/Garrone Advertising; Amy Heather Lewis, SVP, Group Management Director, Concentric; Robert M. Galimidi, SVP, Management Director, Rauxa; Christopher M. Mangione, SVP, Management Director, Centron; Jonathan Brady, SVP, Group Strategic Planning Director, Juice Pharma Worldwide

Capabilities/services offered: Professional (marketplace/sales), Consumer (Rx), OTC/wellness; Relationship marketing/direct, Media planning + buying (consumer or professional), Med ed (on-label, non-CME type), Digital (it's a separate practice within your agency or expertise is diffused throughout), Payer/managed markets/access, Working with health tech startups or innovative tech, Data science

AOR clients: 50 (2017); 34 (2016)

Project-based clients: 1 (2017); 1 (2016)

Current healthcare/pharma accounts: AbbVie, 1 AOR product assignment; Adapt Pharma, 1 AOR product assignment; Allergan, 2 AOR products assignment; Allergan/Ironwood, 1 AOR product assignment, Amag, 2 AOR products assignment; Amgen, 4 AOR products assignment; Astellas, 1 AOR product assignment; Boehringer Ingelheim, 6 AOR products assignment; Cooper Surgical, 1 AOR product assignment; Dermira, 1 AOR product assignment; Endo, 1 AOR product assignment; Galderma, 6 AOR products assignment; Genentech, 4 AOR products assignment; Gilead, 1 AOR product assignment; Ipsen, 1 AOR product assignment; Janssen, 2 AOR products assignment; Keryx, 1 AOR product assignment; Lexicon, 1 AOR product assignment, Novartis, 4 AOR

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products assignment; Paratek, 1 AOR product assignment; Pfizer, 1 AOR product assignment; Pharmacyclics/Janssen, 1 AOR product assignment; Sandoz, 2 AOR products assignment; Sun Pharmaceuticals, 1 AOR product assignment; Takeda, 2 AOR products assignment; Zynerva, 1 AOR product assignment

Number of accounts gained in 2017: 16

Details of accounts gained in 2017: Amgen, 1 new AOR product assignment; Amag, 2 new AOR products assignment; Astellas, 1 new AOR product assignment; Boehringer-Ingelheim, 1 new AOR product assignment; Cooper Surgical, 1 new AOR product assignment; Dermira, 1 new AOR product assignment; Genmab, 1 new AOR product assignment; Genentech, 1 new AOR product assignment; Gilead, 1 new AOR product assignment; Ipsen, 1 new AOR product assignment; Novartis, 2 new AOR products assignment; Paratek, 1 new AOR product assignment; Seattle Genetics/Astellas, 1 new AOR product assignment; Zynerva, 1 new AOR product assignment

Fingerprint

395 Broadway, Saratoga Springs, NY, 12866

URL: www.fingerprintmarketing.com

Founded: 2008

Full time employees: 185 (2017), 165 (2016)

Office locations: Saratoga Springs, NY; Conshohocken, PA; Scottsdale, AZ; and Columbus, OH

Senior Management: Ed Mitzen, Founder; Bill McEllen, Head of Saratoga Springs Office; Andy Pyfer, Head of Conshohocken Office; Michelle Olson, Head of Scottsdale Office; Bruce Rooke, Head of Innovation; Kevin Kish, Head of Finance & Operations; Nicole Holland, Head of People and Culture

Recent Executive Hires: Andy Spitzer, Creative. Previously VP Creative Director at GSW. Katie Beller, Creative. Previously SVP, Group Creative Director at GSW. Alexander Bragg, Strategy. Previously VP, Brand Strategy Director at GSW; Tracy Blackwell, Strategy. Previously EVP, Managing Director, McCann Echo; Stephanie Spicer, Operations. Previously VP/Director, Project Management at Calcium; Andrea Kretzmann, Strategy. Previously Managing Director at The Bloc; Nicole Holland, People and Culture. Previously Senior Director, Human Resources at Universal Music Group

Capabilities/services offered: Professional (marketplace/sales), Consumer (Rx), OTC/wellness; Relationship marketing/direct, Media planning + buying (consumer or professional), Med ed (on-label, non-CME type), Digital (it's a separate practice within your agency or expertise is diffused throughout), Payer/managed markets/access, Public health/nonprofit/NGO

2017 North American Revenue: \$35,965,483

2017 U.S. billings breakdown

2017 sales materials:	\$2,605,140
2017 professional digital/web/mobile:	\$16,390,180
2017 consumer digital/web/mobile:	\$4,250,934
2017 consumer print ads:	\$719,310
2017 promotional medical education:	\$1,545,794
2017 direct marketing:	\$2,705,140
2017 public relations:	\$1,857,099
2017 other:	\$1,932,241
2017 professional print ads:	\$3,959,647

AOR clients: 16 (2017); 15 (2016)

Project-based clients: 9 (2017); 8 (2016)

Current healthcare/pharma accounts: Abbott Structural Heart, portfolio; Alamo Pharma Services, Corporate brand; Alexion Pharmaceuticals, Soliris; Alkermes, Aristada, Aristada Criminal Justice; Avadel Pharmaceuticals, Noctiva, FT218; Braeburn, CAM2038; BTG, CroFab, Voraxaze; Celgene, Corporate brand; CSL Behring, Zemaira; Helius, Corporate brand, Impax Laboratories, RYTARY, The Ohio State University Comprehensive Cancer Center-James Cancer Hospital, Corporate brand, Mission Pharmacal, Aquoral; Rhythm Pharmaceuticals; Sun Pharmaceuticals, ABSORICA, Levulan, Ximino, tildrakizumab.

Number of accounts gained in 2017: 31

Details of accounts gained in 2017: Abbott Structural Heart, portfolio; Alexion Pharmaceuticals, Soliris; Avadel Pharmaceuticals, Noctiva, FT218; Braeburn, CAM2038; BTG CroFab, Voraxaze; Impax Laboratories, Rytary; Mission Pharmacal, Aquoral; Rhythm Pharmaceuticals; Sun Pharmaceuticals, Levulan, Ximino, tildrakizumab.

Number of accounts lost in 2017: 1

Number of accounts resigned in 2017: 1

FlyWheel

90 Broad Street, Suite 2400, New York, NY, 10004

URL: flywheelpartners.com/

Founded: 2006

Full-time employees: 57 (2017), 48 (2016)

Office Locations: New York; Boston

Senior Management: Jung Lee, Partner; David Miller, Partner; Colleen McMahon, Partner

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/nonprofit/NGO

2017 North American Revenue: \$12,205,712

2017 U.S. billings breakdown

2017 sales materials:	30
2017 professional digital/web/mobile:	10
2017 professional print ads:	5
2017 consumer digital/web/mobile:	5
2017 promotional medical education:	5
2017 direct marketing:	5
2017 other:	40

AOR clients: 5 (2017); 5 (2016)

Project-based clients: 23 (2017); 19 (2016)

Current healthcare/pharma accounts: Pfizer; Bayer; Agilent; Eisai; Progenics; Nestle; Otsuka; Allergan; Spectrum

Number of accounts gained in 2017: 4

Details of accounts gained in 2017: Progenics; Flexion; Genzyme; AstraZeneca

gcgmarketing

GCG Marketing

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

URL: www.gcgmarketing.com

Founded: 1973

Full-time employees: 42 (2017), 40 (2016)

Senior Management: Neil Foster, President and CEO; Lori Johnson, PhD, Chief Scientific Officer; Allyson Cross, Executive Director of Marketing; Lindsay Hendon, Account Director; Pat Gabriel, Executive Director of Creative Services; Kris Copeland, Creative Director; Ryan Cormier, Executive Director of Digital Marketing

Recent Executive Hires: Ryan Cormier, Executive Director of Digital Marketing, previously at Forward Digital

Capabilities/services offered: Professional (marketplace/sales), Consumer (Rx), OTC/wellness; Relationship marketing/direct, Media planning + buying (consumer or professional), Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout), Payer/managed markets/access, Working with health tech startups or innovative tech, Public health/nonprofit/NGO, Data science

2017 North American Revenue: \$5,631,050

2017 U.S. billings breakdown

2017 Sales Materials:	\$1,267,142
2017 Professional digital/web/mobile:	\$283,371
2017 Professional print ads:	\$1,341,450
2017 Consumer digital/web/mobile:	\$238,578
2017 Consumer print ads:	\$650,981
2017 Consumer broadcast:	\$20,435
2017 Promotional medical education:	\$559,857
2017 Direct Marketing:	\$1,142,365
2017 Public relations:	\$67,792
2017 Data science:	\$37,865
2017 Other:	\$21,214

AOR clients: 25 (2017); 25 (2016)

Project-based clients: 18 (2017); 15 (2016)

Current healthcare/pharma accounts: Merz, Ultherapy, Cellfina, DESCRIBE PFD Patch, Neocutis; Smith & Nephew, ACTICOAT, AllevynLife, LEAF, PICO; EPI Health, Bensal, Inova, Nuva, Sitavig; Encore, Hylatopic Plus, Tetrax Cream; MedHab, MyNotifi; Mission Pharmacal; Journey; Ortho Dermatologics, Siliq; Sun Pharma, Absorica, Eurax, Ultravate; TearLab, TearLab; Pfizer, Pfizer Inflammation & Immunology

Number of accounts gained in 2017: 7

Details of accounts gained in 2017: Smith & Nephew, ACTICOAT, AllevynLife, LEAF, PICO; Ortho Dermatologics, Siliq; MedHab, MyNotifi; Pfizer, Pfizer Inflammation & Immunology

Number of accounts lost in 2017: 3



Description: GCG developed the Truth About Cellulite campaign for Cellfina, a minimally invasive cellulite treatment. The campaign included both consumer- and HCP-facing marketing materials. Campaign collateral included in-office marketing materials, journal ads, banners, out-of-home and digital tactics.

Why is this ad special: To help Cellfina stand out in a crowded market, the multichannel campaign acknowledged women's experiences with failed cellulite treatments and myths while differentiating how Cellfina provides a novel, long-lasting solution. The insight-driven campaign resonated with women and emphasized how physicians can address the underlying cause of bothersome cellulite.

ghg | greyhealth group

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

URL: www.ghgroup.com

Founded: 1985

Parent Company: WPP Health & Wellness

Full-time employees: 409 (2017), 430 (2016)

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

Senior Management: Erin Byrne, CEO; Gary Scheiner, Chief Creative Officer; Seth Perlman, Chief Digital Officer; Bryan Archambault, Chief Marketing Officer and Market Leader for Kansas City; Barbara Blasso, Executive Managing Director, Medical Education, and Market Leader, Stamford CT; Benjamin Houghtaling, PhD, Chief Scientific Officer; Sarah-Jane Barker, SVP of Market Access and WG, US, Nichole Davies, Head of Strategy; Karl Tiedemann, NY Client Services Director; Greg Lewis, Market Leader for Summit; Tony Cofone, SVP of Operations; Dan Relton, SVP of Talent; George Liggett, Chief Financial Officer

Recent Executive Hires: Karl Tiedemann, NY Client Services Director; Previously: EVP, Director of Client Services, Razorfish Health

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

Giant

1700 Montgomery St., Suite 485, San Francisco, CA, 94111

URL: giantagency.com

Founded: 2002

Full-time employees: 160 (2017), 160 (2016)

Office Locations: San Francisco

Senior Management: Steven Gold, CEO; Adam Gelling, President; Jeff Nemy, CFO; Eric Steckelman, chief growth officer; Kristina Ellis, EVP, executive creative director; Jodi Alden, EVP, global strategy; Amber Rogers, EVP, brand strategy; Jan Vennari, EVP, director client services; Adena Svingos, EVP, medical and scientific strategy; Sharon Rundberg, SVP, talent and people operations

Recent Executive Hires: Sharon Rundberg, SVP, talent and people operations, previously with Nucleus Global; Andrew Wint, SVP technology, previously with The Bloc; Aaron Sklar, VP brand experience, previously with IDEO

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$34,000,000

2017 U.S. billings breakdown

2017 sales materials:	25
2017 professional digital/web/mobile:	25
2017 professional print ads:	10
2017 consumer digital/web/mobile:	10
2017 promotional medical education:	10
2017 direct marketing:	10
2017 other:	10

AOR clients: 14 (2017); 10 (2016)

Project-based clients: 10 (2017); 10 (2016)

Current healthcare/pharma accounts: Abbott, Actelion, Aimune Therapeutics, Amgen, Aquinox, Atara Biotherapeutics, Biomarin, Boston Scientific, Edwards Lifesciences, Foundation Medicine, Genentech, Genomic Health, Gilead, GSK, Immune Design, Juno Therapeutics, Merz, Neutrogena, Omniome, Roche, Seattle Genetics, St. Jude Medical, Sunovion, Veracyte

Number of accounts gained in 2017: 7

Details of accounts gained in 2017: Aimune Therapeutics, Aquinox, Atara Biotherapeutics, Foundation Medicine, Immune Design, Omniome, Sunovion

Greater Than One

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

URL: greaterthanone.com

Founded: 2000

Full-time employees: 115 (2017), 100 (2016)

Office locations: New York and San Francisco

Senior Management: Kieran Walsh, President, US; Jim Plattner, Global CFO; Rick Scorezetti, Global Business Development; Pamela Pinta, Partner Account Management; James Mackie, Partner, Strategy; Amanda Powers-Han, Partner, San Francisco; Gregory Gross, PhD, Partner, Chief Creative Officer; Pilar Belhumeur, Partner, Executive; Creative Director, EXD; John Mahler, Partner, AIS; Christa Toole, Partner, SEO/SEM; Ken Winnell, Director of Technology; Katie Schuyler, Director Integrated Media

Recent Executive Hires: Jim Plattner, Global CFO, previous employer Laird and Partners; Ken Winnell, Director of Technology, Doublespace

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$32,000,000

2017 U.S. billings breakdown

2017 sales materials:	4
2017 professional digital/web/mobile:	40
2017 professional print ads:	3
2017 consumer digital/web/mobile:	40
2017 consumer broadcast:	1
2017 direct marketing:	4
2017 public relations:	4
2017 data science:	4

AOR clients: 7 (2017); 4 (2016)

Project-based clients: 6 (2017); 8 (2016)

Current healthcare/pharma accounts: Alnylam, DAOR patisir-an, Corporate Grifols; Alphanate, Thrombate, Prolastin C, Gammunex Media, Managed Markets, Enterprise Jazz; Solari, Xyrem, media; Portola; Bevyxxa Promius; Zembrace, Sernivo, Colderm, Promiseb, NoTime4Mi-graines Neurelis; NRL-1, Corporate; Dr. Reddy's; NA Corporate Communications Neurocrine; Ingrezza media; Celgene; Research Oncology.com Actelion; Uptavi, Opsumit, Veletri, Ventavis media; Merck; Enterprise

Number of accounts gained in 2017: 6

Details of accounts gained in 2017: Portola; Bevyxxa; Alnylam; Patisiran DAOR; Neurelis; NRL-1, Corporate Celgene; RO.com; AceRx; Dsuvia

Number of accounts lost in 2017: 1

Details of accounts lost in 2017: AceRx, Dsuvia

GSW

500 Olde Worthington Road, 500 Olde Worthington Road, Westerville, OH, 43082

URL: www.gsw-w.com/

Founded: 1977

Parent Company: Syneos Health

Full-time employees: 414 (2017), 510 (2016)

Office locations: Columbus, OH; New York; Toronto; Montreal; Newtown, PA; and Santa Monica, CA

Senior Management: Kim Johnson, President, GSW New York and Santa Monica; Dan Smith, President, GSW Columbus; Mark Jazvac, President, GSW Canada; Sonja Foster-Storch, President, GSW North America; Doug Mills, Chief Operating Officer, GSW North America; Jon Nelson, President, GSW Newtown

Recent Executive Hires: Sonja Foster-Storch, President, GSW North America; Rebecca Rehder, EVP Dir. of Client Services; Marc Lineveldt, Executive Creative Director

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 U.S. billings breakdown

2017 sales materials:	58
2017 professional digital/web/mobile:	30
2017 professional print ads:	5
2017 promotional medical education:	3
2017 direct marketing:	4

AOR clients: 89 (2017); 51 (2016)

Project-based clients: 56 (2017); 72 (2016)

Number of accounts gained in 2017: 44



Guidemark Health

6 Campus Dr., Suite 207, Parsippany, NJ, 07054

URL: www.guidemarkhealth.com

Founded: 2012

Full-time employees: 104 (2017) 140 (2016)

Office Locations: Stamford, CT; Princeton, NJ; Parsippany, NJ

Senior management: Michael Parisi, CEO; James Hoblitzell, CFO; Martin Mannion, Head of Strategy; Tina Fascetti, Head of Creative; Sid Gokhale, Head of Client Service; Janis Cohen, Head of Medical Communications; Marissa Addalia, Head of Learning; Lisa Dietrich, MD, Head of Medical and Scientific Services

Recent Executive Hires: Michael Parisi, CEO, previously at Ogilvy CommonHealth Worldwide; Marissa Addalia, Head of Learning, previously at ClinicalMind; Lisa Dietrich, MD, Head of Medical and Scientific Services, previously at FCB Health

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$30,000,000

2017 U.S. billings breakdown

2017 sales materials:	\$4,500,000
2017 professional digital/web/mobile:	\$5,000,000
2017 professional print ads:	\$4,500,000
2017 consumer digital/web/mobile:	\$2,500,000
2017 consumer print ads:	\$1,000,000
2017 consumer broadcast:	\$2,500,000
2017 promotional medical education:	\$5,000,000
2017 data science:	\$5,000,000

AOR clients: 5 (2017); 8 (2016)

Project-based clients: 38 (2017); 31 (2016)

Current healthcare/pharma accounts: Actelion, Upravi/Opsumit; Amgen, Aranesp, Enbrel, Repatha; Boehringer Ingelheim, Gilotrif; Boston Biomedical, mBBI608 (Stem Cell Tx); Celgene, Oncology/Hematology; Evofem, Amphora; Fresenius Medical Care, Renal Therapies Group; Gilead, Filgotinib; GSK, multiple brands and disciplines; Janssen, Darzalex Imbruvica, Remicade, Simponi, Stelara, Yondelis, Zytiga; Mylan, Isosulfan, EpiPen; PaxVax, Vivotif, Vaxchora, PaxVax Connect, PaxVax Global; PLx, Pipeline Aspirin Product; Rhodes, Aptensio; Seqirus, Fludax, Flucelvac, FludaxPed, Seqirus Franchise, Afluria, Rapidvax

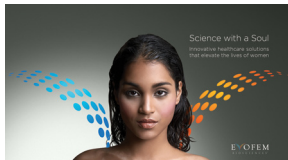
Number of accounts gained in 2017: 6

Details of accounts gained in 2017: Fresenius, Medical Care, Renal Therapies Group; Gilead, Filgotinib; PLx, Pipeline Aspirin Product; Osmotic Pharmaceutical; Sensionics, Eversence; Horizon Pharma

Number of accounts lost in 2017: 2

Details of accounts lost in 2017: Otsuka, Abilify Maintena, Rexulti and Samsca; Zoetis, Simparica

AGENCY A-Z



Description: To communicate that Evoform Biosciences is a biotechnology company developing and commercializing innovative contraceptive options for women. Evoform believes that woman worldwide should be in control of their reproductive health products, so

they offer on-demand, women controlled contraceptive options. Evoform's sole focus is bettering the lives of women by offering innovative, woman controlled contraceptive options.

Why is your ad special?: Evoform has made a promise to innovate on the behalf of women everywhere. The science with a soul campaign delivers on that promise and also expresses on the passionate personality trait of the brand. The liberating visuals of worldwide winged women realize the vision, and the visuals also bring to life the sophisticated, provocative and creative personality traits of the brand.

H4B Boston

10 Summer Street, 5th Floor, New York, NY, 10016

URL: www.h4bboston.com

Founded: 2012

Parent Company: Havas Health & You

Office Locations: Boston, MA

Senior Management: Leigh Hatcher, Managing Director; Benjamin Beckley, RDV Business Unit Lead; Julien Jarreau, EVP, Creative Director

Recent Executive Hires: Benjamin Beckley, RDV Business Unit Lead; Precisioneffect (former Agency)

Capabilities/services offered: Professional (marketplace/sales); Digital (it's a separate practice within your agency or expertise is diffused throughout)

AOR clients: 5 (2017); 4 (2016)

Project-based clients: 10 (2017); 11 (2016)

Number of accounts gained in 2017: 3

Number of accounts resigned in 2017: 1

H4B Catapult

Founded: 2008

300 American Metro Blvd, Hamilton, NJ, 08619

URL: www.h4bcatapult.com

Parent Company: Havas Health

Full-time employees: 100 (2017), 80 (2016)

Senior Management: Tracy Zuto, Executive Creative Director David Newman, Director of Client Services Eric Morse, Director of Client Services

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$20,000,000

2017 U.S. billings breakdown

2017 sales materials:	15
2017 professional digital/web/mobile:	25
2017 professional print ads:	25
2017 consumer digital/web/mobile:	25
2017 consumer print ads:	10

AOR clients: 7 (2017); 6 (2016)

Project-based clients: 3 (2017); 3 (2016)

Current healthcare/pharma accounts: Sanofi; ADMA; Therapeutics MD; AstraZeneca; Merck; Eisai; Grifols

Number of accounts gained in 2017: 2

H4B Chelsea

200 Madison Ave., 6th floor, New York, NY, 10016

URL: www.h4bchelsea.com

Founded: 2004

Parent Company: Havas Health

Full-time employees: 300 (2017), 300 (2016)

Office Locations: New York

Senior Manager: Christian Bauman, President & Chief Creative Officer Mike Peto, President & Chief Operating Officer Anna Kotis, Managing Director

Recent Executive Hires: Largest management shift was promotion of Anna Kotis to Managing Director, overseeing day to day operations of the agency and key clients, as Christian and Mike's roles expand to more on the network (Havas Health) level

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$85,000,000

2017 U.S. billings breakdown

2017 sales materials:	10
2017 professional digital/web/mobile:	15
2017 professional print ads:	15
2017 consumer digital/web/mobile:	10
2017 consumer print ads:	10
2017 consumer broadcast:	10
2017 promotional medical education:	10
2017 direct marketing:	10
2017 public relations:	5
2017 data science:	5

AOR clients: 12 (2017); 12 (2016)

Project-based clients: 2 (2017); 2 (2016)

Number of accounts gained in 2017: 4

Details of accounts gained in 2017: Growth within existing client companies

Number of accounts lost in 2017: 2

Details of accounts lost in 2017: 2 brands shifted within Havas to a Village structure, not due to firing or resignation.

H4B Toronto

590 King St West, Toronto, Ontario, M5V 1M3, Canada

URL: www.health4brands.com/

Founded: 2013

Parent Company: Havas Health & You

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

Harrison and Star

Founded: 1986

75 Varick St., 6th Floor, New York, NY, 10013

URL: www.harrisonandstar.com

Full-time employees: 430 (2017), 486 (2016)

Parent Company: Omnicom

Senior Management: Mario Muredda, CEO; Mardene Miller, President; Mark Friedman, EVP, Chief Creative Officer; Terese Kung, EVP, Chief Strategy Officer; Charles Doomany, EVP, Chief Financial Officer & Chief Operations Officer

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

Consumer (Rx); OTC/wellness; Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your 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: 20 (2017); 18 (2016)

Havas Gemini

200 Madison Avenue, 7th Floor, New York, NY, 10016

URL: www.havasgemini.com

Founded: 2015

Parent Company: Havas Health & You

Office Locations: New York

Senior Management: Gary V. Ainsworth, Managing Director and Partner; Michael W. Pill, Managing Director and Partner

Capabilities/services offered: Payer/managed markets/access

AOR clients: 9 (2017); 7 (2016)

Project-based clients: 8 (2017); 7 (2016)

Number of accounts gained in 2017: 4

Number of accounts lost in 2017: 1

Number of accounts resigned in 2017: 1

Havas Health Plus

12 East 36th Street, 9th Floor, New York, NY, 10016

URL: havashealthplus.com

Founded: 2017

Parent Company: Havas Health & You

Office Locations: New York

Senior Management: Dennis Urbaniak, CEO; Allison Ceraso, President, Chief Experience Officer

Recent Executive Hires: Dennis Urbaniak, joined Havas Health & You as Chief Digital Officer in 2017, after his time at Sanofi and Accenture. Barry Pearl, Brand Planning Practice Lead, came back to HH+ after time at Publicis. Todd Kolm, Digital Outcomes Lab Practice Lead, joined 2017 after working at Pfizer and Aptus health in Emerging Channel Strategy and Customer Innovation roles. Megan Robinson joined 2017 as Creative Director, Agency Marketing Practice Lead, joined us from WPP

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

Number of accounts gained in 2017: 4

Havas Life Metro

11 East 35th Street, New York, NY, 10016

URL: www.havaslife.com/life/metro

Founded: 1980

Parent Company: Havas Health & You

Office Locations: New York; Chicago

Senior Management: Jennifer Shirley, President; Michael McNamara, President; Noel Castro, Managing Director, Chief Creative Officer

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your 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 (2017); 12 (2016)

Project-based clients: 4 (2017); 4 (2016)

Number of accounts lost in 2017: 1

Number of accounts resigned in 2017: 1

Havas Life Toronto

590 King St. West, Suite 200, Toronto, ON, M5V 1M3

URL: www.havaslife.com/life/toronto

Founded: 1988

Parent Company: Havas Health & You

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

Havas PR

200 Madison Avenue, New York, NY, 10016

URL: us.havaspr.com

Founded: 1976

Parent Company: Havas Health & You

Office Locations: New York; Providence, RI; Phoenix; Pittsburgh; Boston

Senior Management: Linda Descano, EVP; Melanie Klausner, SVP; Katie McSorley, President, Mid-Atlantic; Lesley Sillaman, SVP, Global; Pattie Sullivan, SVP; Courtney Myers, SVP; SuJin Oh, VP; Jody Sunna, EVP; Karina Meckel, Director of Strategy, EVP; Matthew Jasie, Director,

Finance and Operations

AOR clients: 26 (2017)

Project-based clients: 55 (2017)

Havas (Production Studios)

200 Madison Ave, New York, NY, 10016

URL: www.havashealthandyou.com

Founded: 2000

Parent Company: Havas Health & You

Office Locations: New York; Hamilton, NJ 08619; Boston

Senior Management: Dan Marselle, CEO; Paul Delboy, Operations, North America; Vikki Ward, Managing Director, EMEA; Paula Oviedo, Operations, LATAM

Havas San Francisco

1725 Montgomery Street, 3rd Floor, San Francisco, CA, 94549

URL: sf.havas.com

Founded: 1996

Parent Company: Havas Health & You

Office Locations: San Francisco

Senior Management: Monette Hagopian, Managing Director; Emie Lageson, Managing Director, ECD; Dave Mickle, Sr. Director, Account; Denise Melone, Sr. Director, Account; Nellie Newman, Director of Operations; Michael Larson, Director of Finance; Lyndsey Konrad, Director of Talent

Recent Executive Hires: Denise Melone, Sr. Director, Account (DDB Health); Nellie Newman, Director of Operations (Giant)

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/nonprofit/NGO

AOR clients: 9 (2017); 4 (2016)

Project-based clients: 20 (2017); 20 (2016)

Number of accounts gained in 2017: 7

Havas Tonic

205 Hudson Street, New York, NY, 10013

URL: tonic.havas.com

Founded: 1991

Parent Company: Havas Health & You

Office Locations: New York

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: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/nonprofit/NGO

AOR clients: 29 (2017); 21 (2016)

Project-based clients: 3 (2017); 1 (2016)

Number of accounts gained in 2017: 8

HCB Health

701 Brazos, Suite 1100, Austin, TX, 78726

URL: www.hcbhealth.com

Founded: 2001

Full-time employees: 88 (2017), 85 (2016)

Office Locations: Austin; Chicago; New Jersey

Senior Management: Kerry Hilton; Partner, CEO; Nancy Beesley; Partner, CCO; Kim Carpenter; Assoc. Partner, EVP, Consumer and Provider Services; Amy Dowell; Assoc. Partner, EVP, Strategy; Bob Palmer; Chief Innovation Officer; Amy Hansen; SVP, Creative Director; Abby Mansfield; SVP, Creative Director; Nick Rambke; SVP Managing Director Chicago; Francesco Lucarelli; SVP, Strategic & Account Services; Kathie Jones; CFO; Myra Bull; Director of Employee Engagement

Recent Executive Hires: Bob Palmer; Chief Innovation Officer, formerly of Juice Pharma; Kathie Jones; CFO, formerly of Frog Design; Myra Bull; Director of Employee Engagement, formerly of Valentine HR

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech

2017 North American Revenue: \$13,700,000

2017 U.S. billings breakdown

2017 sales materials:	\$3,000,000
2017 professional digital/web/mobile:	\$2,000,000
2017 professional print ads:	\$2,000,000
2017 consumer digital/web/mobile:	\$2,000,000
2017 consumer print ads:	\$2,000,000
2017 promotional medical education:	\$800,000
2017 direct marketing:	\$500,000
2017 data science:	\$500,000
2017 other:	\$900,000

AOR clients: 5 (2017); 5 (2016)

Project-based clients: 11 (2017); 10 (2016)

Current healthcare/pharma accounts: Revance, Aries, Eleview,

MBMMX, Aemcolo, Remimazolam, Merit Medical, GID, Abbott, Baxter, Alcon Labs; surgical division IOLs

Number of accounts gained in 2017: 4

Details of accounts gained in 2017: Revance; Aries; Eleview, MBM-MX, Aemcolo, Remimazolam; Merit Medical; GID

Healthcare Success

2860 Michelle Dr, 230, Irvine, CA, 92606

URL: healthcaresuccess.com

Founded: 2006

Full-time employees: 23 (2017), 25 (2016)

Office Locations: Irvine, CA

Senior Management: Stewart Gandolf, CEO; Jeff R. Mancino, CFO; Niki Kaylor, Director of Agency Client Services; Raheim Bundle, Digital Marketing Manager; Deanna Drum, Director of HR & Talent Development

Capabilities/services offered: Professional (marketplace/sales); Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout)

2017 North American Revenue: \$6,575,000

2017 U.S. billings breakdown

2017 sales materials:	\$625,000
2017 consumer broadcast:	\$752,000
2017 other:	\$622,000
2017 consumer digital/web/mobile:	\$2,887,000
2017 consumer print ads:	\$1,689,000

AOR clients: 51 (2017); 32 (2016)

Project-based clients: 4 (2017); 8 (2016)

Current healthcare/pharma accounts: Maryland Vein Professionals, Medical; Calcagno & Rossi Vein Treatment Center, Medical; Pomona Valley Hospital Medical Center, Medical; Tyler (Hope) Hematology Oncology, Medical; Alaska Family Sonograms, Medical; South Texas Renal Care Group, Medical; Carolina Vein Specialists, Medical; The Hemreid Center, Medical; Adriatica Women's Health, Medical; Trinidad IVF, Medical; Summit OBGYN, Medical; Alpha Med, Medical; Pain Treatment Center, Medical; Gastroenterology Consultants of San Antonio, Medical; Rosecrance Health Network, Addiction Treatment; Reproductive Gynecology, Medical; Neurosurgery & Spine Consultants, Medical; Right Path Pain & Spine Centers, Medical; SynergenX Health, Medical; Medvantage Resources, Medical Insurance Claims Processing; Bay Area Physicians for Women, Medical; AFFIRMATVhealth, Medical; ENT of Georgia South, Medical; Amarillo Hair Restoration Center, Medical; Huron Regional Medical Center, Medical; Austin Retina Associates, Medical; Beach Cities Vein & Laser, Medical; Boston Pain Care, Medical; CHA Fertility Center, Medical; Coastal Empire Orthopedics, Medical; Cutting Edge Integrated Pain Centers, Medical; Family Surgical & Vein Care, Medical; Highland Center for Orthodontics, Medical; Lone Star Vein Center, Medical; Lumen Care Center, Medical; Mathews Dental, Medical; Midtown Oral & Maxillofacial Surgery, Medical; Mountain View Medical Center, Medical; North Texas Surgical Oncology Associates, Medical; Oculus

Plastic Surgery, Medical; Plastic Surgery Associates, Medical; Regional Cancer Care Associates, Medical; RJ Clinical Institute, Medical; Round Rock Cardiology, Medical; Star Valley Medical, Medical; START Center, Medical; Tallahassee Perinatal Consultants, Medical; Vein Guys, Medical; Yale University School of Medicine, Medical; Shaad Bidiwala, MD, Medical; Jena Medical Group, Medical; Piedmont Healthcare, Medical; Dallas Nephrology Associates, Medical; CA Center of Reproductive Medicine, Medical

Number of accounts gained in 2017: 36

Details of accounts gained in 2017: Yale University School of Medicine, Medical; Summit OBGYN, Medical; Alpha Med Cancer Center, Medical; ENT of Georgia South, Medical; Trinidad IVF, Medical; Pain Treatment Center, Medical; Plastic Surgery Associates, Medical; Lone Star Vein Center, Medical; Cutting Edge Integrative Pain Centers, Medical; Gwinnett Medical Center, Medical; Huron Regional Medical Center, Medical; All Cape Gynecology, Medical; Gastroenterology Associates of San Antonio, Medical; Vein Guys, Medical; Rosecrance Health Network, Addiction Treatment; Austin Retina Associates, Medical; Reproductive Gynecology, Inc., Medical; Amarillo Hair Restoration Center, Medical; Eagles Landing Family Practice, Medical; Neurosurgery and Spine Consultants, Medical; Right Path Pain and Spine Centers, Medical; AFFIRMATIVhealth, Medical; Lumen Care Center, Medical; Medvantage Resources, Medical Insurance Claim Processing; Bay Area Physicians for Women, Medical; RJ Clinical Institute, Medical; SynergenX Health, Medical; Beach Cities Vein & Laser, Medical; Shaad Bidiwala, MD, Medical; Windward Vein, Medical; Nissman & Salin Oral, Medical; North Texas Surgical Oncology Associates, Medical; Highland Center for Orthodontics, Medical; Michael Gilman, MD, Medical; Adriatica Women's Health, Medical; Oculus Plastic Surgery, Medical

Number of accounts lost in 2017: 21

Details of accounts lost in 2017: Gilvydis Vein Clinic, Medical; Northern Illinois Vein Clinic, Medical; Evergreen Eye Center, Medical; Dr. Jeremiah Mason, Medical; START Center, Medical; Center for Reproductive Medicine, Medical; Medical Center Ophthalmology Associates, Medical; Michael Gilman, MD, Medical; Eterna Vein & Medical Aesthetics, Medical; Family Surgical & Vein Care, Medical; Smart Dimensions, Medical Weight Loss; Western Neurosurgery, Medical; Advanced Vein, Medical; Windward Vein, Medical; William Bruno Plastic Surgery, Medical; Vein Associates of Texas, Medical; The Center of Total Beauty, Medical Spa & Cosmetic Surgery; Genecov Orthodontics, Medical; Horizon Dermatology, Medical; Nissman & Salin Oral, Medical; Summit OBGYN, Medical

Number of accounts resigned in 2017: 24

Details of accounts resigned in 2017: Gilvydis Vein Clinic, Medical; Northern Illinois Vein, Medical; Kofinas Fertility Group, PC, Medical; The Hemreid Center for Medical Weight Loss, Medical; Regional Cancer Care Associates, LLC, Medical; Chicago Vein, Medical; Maryland Vein Professionals, Medical; Calcagno & Rossi Vein Treatment Center, Medical; Pomona Valley Hospital Medical Center, Medical; Center for Reproductive Medicine, Medical; Tyler (Hope) Hematology Oncology, Medical; START Center, Medical; Alaska Family Sonograms, Medical; South Texas Renal Care Group, Medical; Carolina Vein Associates, Medical; Mathews Dental, Medical; Zogg Dermatology, Medical; Family Surgical & Vein Care, Medical; Advanced Vein, Medical; Mountain View Medical Center, Medical; North Texas Surgical Oncology Associates, Medical; Boston Pain Care, Medical; William Bruno Plastic Surgery, Medical; Advanced Bariatric & Surgical Specialists, Medical

HealthWork

200 Varick Street, Second Floor, New York, NY, 10014

URL: healthworkny.com

Founded: 2011

Parent Company: Omnicom Group

Full-time employees: 45 (2017), 45 (2016)

Office Locations: New York

Senior Management: Denise Henry, Managing Director, HealthWork; Chris Palmer, President, CDM New York; Kirsten Flanik, President and CEO, BBDO New York

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

AOR clients: 9 (2017); 10 (2016)

Current healthcare/pharma accounts: Abbott Diagnostics; Stryker; Pfizer Corporate; Pfizer Oncology; Johnson's Baby; Neulasta; Entyvio; Tena; Takeda

Number of accounts gained in 2017: 2

Details of accounts gained in 2017: Abbott Diagnostics; Stryker

Heartbeat

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

URL: www.WeAreHeartbeat.com

Founded: 1998

Parent Company: Publicis Groupe

Full-time employees: 220 (20017), 215 (2016)

Office Locations: New York City; Los Angeles

Senior Management: Nadine Leonard; Managing Director, Executive Planning Director; James Talerico; Managing Director, Executive Creative Director; Janelle Starr, EVP, Marketing; Jennifer Campanaro, EVP, General Manager; Lee Slovitt, EVP, Relationship Lead; Claudia Riegelhaupt, EVP, Relationship Lead; Lisa Varshney, EVP, Relationship Lead

Recent Executive Hires: Henry Anderson, VP, Social Media Strategy, formerly of BMS and Novartis

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO

AOR clients: 12 (2017); 9 (2016)

Project-based clients: 2 (2017); 7 (2016)

Current healthcare/pharma accounts: AcelRx, Dsuvia, Zalviso; Amag, Cord Blood Registry (CBR), Makena, Feraheme, Genentech, Ocrevus; Sunovion, Alvesco, Arcapta, Brovana, ProFile, Seebri, Utibron.

Number of accounts gained in 2017: 5

Details of accounts gained in 2017: AcelRx, Dsuvia, Zalviso; Amag, Cord Blood Registry (CBR), Makena, FeraHeme; Sunovion, Arcapta, Seebri, Utibron

Number of accounts lost in 2017: 1

Number of accounts resigned in 2017: 1

Huntsworth Health

800 Township Line Road, Suite 300, City, Yardley, PA, 19067

URL: www.hhealth.com

Founded: 2002

Parent Company: Huntsworth

Full-time employees: 570 (2017), 512 (2016)

Office locations: New York; Yardley, PA; Philadelphia; Chicago; San Francisco; Los Angeles

Senior Management: Paul Taaffe, CEO; Neil Jones, CFO; Annabelle Sandeman, CCO; Kate Mount, CTO

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$143,000,000

2017 U.S. billings breakdown

2017 sales materials:	5
2017 professional digital/web/mobile:	15
2017 professional print ads:	9.5
2017 consumer digital/web/mobile:	20
2017 consumer print ads:	5.5
2017 consumer broadcast:	10
2017 promotional medical education:	10
2017 direct marketing:	5
2017 public relations:	8
2017 data science:	7
2017 other:	5

HVH Patient Precision Analytics

200 Madison Avenue, New York, NY, 10016

URL: hvhprecision.com

Founded: 2014

Office Locations: New York; Boston; King of Prussia, PA

Senior Management: Steve Costalas, CEO; Mark Antonacci, Chief Commercial Officer; Oodaye Shukla, Chief Data Scientist; Tara Grabowsky, M.D., Chief Medical Officer; Jeff Ceitlin, Global Brand Director; Robert Curry, VP, Operations

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

HYC Health

142 E. Ontario, 1100, Chicago, IL, 60611

URL: hyc.com

Founded: 2013

Parent Company: Merge

Full-time employees: 41 (2017), 22 (2016)

Office locations: Chicago

Senior Management: Susan Flinn Cobian, President; Larry Farkos, SVP, Operations; Chris DeProffio, SVP, Account Director; Shannon Carlson, SVP, Account Director; Lauren Sheehan, EVP, Head of Design; Rich Angelini, Creative Director; Riley Sheehan, Chief Technical Officer; Carie Pflug, Director of Business Development

Recent Executive Hires: Shannon Carlson, SVP, Account Director; Formerly of Pivot Design

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Data science

2017 North American Revenue: \$6,200,000

2017 U.S. billings breakdown

2017 sales materials:	\$3,000,000
2017 professional digital/web/mobile:	\$2,000,000
2017 professional print ads:	\$200,000
2017 consumer digital/web/mobile:	\$1,000,000
2017 promotional medical education:	\$500,000
2017 direct marketing:	\$500,000

AOR clients: 9 (2017); 5 (2016)

Project-based clients: 3 (2017); 3 (2016)

Number of accounts gained in 2017: 4



Icon Access, Commercialisation & Communications (formerly MediMedia Managed Markets)

19 West College Ave., Suite 100, Yardley, PA, 19067

URL: ICONplc.com/commercialization

Founded: 1997

Parent Company: Icon

Full-time employees: 405 (2017), 160 (2016)

Office Locations: Yardley, PA; North Wales, PA; Westchester, PA; Boston, MA; New York, NY; San Diego, CA; South San Francisco, CA; Toronto, Canada

Senior Management: Charles Stevens, VP, Access, Commercialisation & Communications; Lee Termini, President U.S. Market Access & Reimbursement; Jodie McVan, SVP, Creative; Don Creighton, Divisional Principal, Pricing & Market Access; Manpreet Sidhu, Divisional Principal, Head of Global Economics; Annemarie Clegg, SVP, Global Value Communications & Strategic Services; Jeffrey Keller, EVP, COO, Global Medical Communications; Kelly Franchetti, VP, Global Patient Insights & Engagement

Recent Executive Hires: Charles Stevens, VP, Access, Commercialisation & Communications, previously at CareMed and Parexel; Nathan White, SVP, Integrated Access & Outcomes Solutions, previously at ApotheCom

Capabilities/services offered: Consumer (Rx); Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Data science

2017 North American Revenue: \$1,750,000,000 (holding company)

2017 U.S. billings breakdown

2017 professional digital/web/mobile:	15
2017 professional print ads:	5
2017 promotional medical education:	8
2017 data science:	5
2017 other:	67

AOR clients: 7 (2017); 6 (2016)

Project-based clients: 22 (2017); 6 (2016)

Current healthcare/pharma accounts: Indivior, Sublicade; Janssen, Erleada; Neurocrine, Ingrezza; Sage, Zulresso; Dynavax, HEPLISAV-B,

Number of accounts gained in 2017: 17



Description: This dynamic and engaging campaign motivated patients to screen for breast cancer by reminding them of "why?" participate in screening. This compelling patient education campaign included an educational card, a screening reminder card, and a healthcare professional screening script to encourage engaged discussion.

Why is this ad special? We wanted to create images and a concept that make the message relevant and impactful with a call to action, urging women to get a mammogram for their family and themselves. Take note of the clever integration of a woman's profile within the question mark.

Imre

909 Ridgebrook Road, Suite 300, Sparks, MD, 21152

URL: www.imre.com

Founded: 1993

Full-time employees: 33 (2017), 29 (2016)

Office Locations: Baltimore; New York; Los Angeles

Senior Management: David Imre, Partner and CEO; Mark Eber, Partner and President; Crystalyn Stuart, Partner Creators; Jeff Smokler, Partner Healthcare

Recent Executive Hires: Promoted Jeff Smokler from president to partner; Kirsty Whelan, VP of Healthcare Strategy; Oliver Chan, Director of HCP Strategy, from Unified.

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$5,950,000

2017 U.S. billings breakdown

2017 consumer digital/web/mobile:	85
2017 professional digital/web/mobile:	10
2017 public relations:	5

AOR clients: 10 (2017); 7 (2016)

Project-based clients: 2 (2017); 2 (2016)

Current healthcare/pharma accounts: Amag, Intrarosa; Astra-Zeneca, Benra, Bevespi, Bydureon, Crestor, Farxiga, Fasenra, Nexium, Symbicort, Synagis; Bristol-Myers Squibb, Opdivo

Number of accounts gained in 2017: 5



Intouch Solutions

7045 College Blvd, Suite 300, Overland Park, KS, 66211

URL: intouchsol.com

Founded: 1999

Full-time employees: 652 (2017), 650 (2016)

Office Locations: Overland Park, KS; Chicago; New York City

Senior Management: Faruk Capan, CEO/Founder; Wendy Blackburn, EVP, Marketing & Communications; Justin Chase, EVP, Innovation & Media; Mike Hartman, Chief Creative Officer; Boris Kushkuley, EVP, Multichannel Marketing & Consulting; Chris Shirling, CFO; Angela Tenuta, EVP, Client Services; Aaron Uydess, EVP, Customer Experience & Analytics; Kristi Veitch, EVP, Human Resources; Brady Walcott, EVP, Business Development; David Windhausen, EVP, Development Services

Recent Executive Hires: In 2017, Intouch further strengthened its senior leadership team with the hire of industry veteran Mike Hartman as Chief Creative Officer. Hartman joins us from previous employer W2O group and leads creative services across the firm's Chicago, New York, Kansas City and London offices. Intouch also added two executive vice presidents: Aaron Uydess, previously employed at Novo Nordisk, now leads the agency's burgeoning data and analytics teams, and Justin Chase, previously employed at Makovsky, heads up the agency's media, social media, and innovation functions. Brady Walcott and Kristi Veitch were both promoted to executive vice president. Walcott continues to guide major business development efforts; Veitch oversees all aspects of human resources, including recruiting functions across the organization.

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$110,000,000

2017 U.S. billings breakdown

2017 sales materials:	5
2017 professional digital/web/mobile:	35
2017 professional print ads:	5
2017 consumer digital/web/mobile:	35
2017 consumer print ads:	5
2017 direct marketing:	5
2017 data science:	5
2017 other:	5

AOR clients: 16 (2017); 18 (2016)

Project-based clients: 18 (2017); 45 (2016)

Current healthcare/pharma accounts: 38 clients serving 148 brands

Number of accounts gained in 2017: 34



Description: EYLEA's HCP "swimmer" website and DSA metaphorically show how the powerful drug combats excess fluid found in the retina in certain types of eye disease. The content spans things like pivotal trials and reimbursement information, while the visual experience is a

tour de force created in part with special effects experts.

Why is your ad special? At the center is a high energy web video featuring a powerful swimmer carving through the water using the most powerful stroke, the butterfly. We spent a full day capturing the action with underwater camera housings, cranes and dollies, high speed lenses, 3D body scans and an all-star production crew.

Invivo Communications

60 Atlantic Ave., 300, Toronto, ON, M6K1X9

URL: INVIVO.com

Founded: 1998

Full-time employees: 70 (2017), 70 (2016)

Office Locations: Toronto, Ontario, Canada

Senior Management: Andrea Bielecki, President and CEO; Kevin Millar, SVP, Creative and Medical Science; Kristina Sauter, SVP, Client Services; Coby Martin, VP Finance; Jamie Erickson, VP Culture

Recent Executive Hires: Coby Martin, VP Finance, DDB Canada; Jamie Erickson, VP Culture

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$10,000,000

2017 U.S. billings breakdown

2017 sales materials:	15
2017 professional digital/web/mobile:	30
2017 consumer digital/web/mobile:	15
2017 promotional medical education:	40

AOR clients: 2 (2017); 1 (2016)

Project-based clients: 26 (2017); 20 (2016)

Current healthcare/pharma accounts: Amag, Amgen, AstraZeneca, Alcon, Celgene, Eli Lilly, Gilead, Harvard Medical School, Janssen, Novartis, Sanofi, Tesaro, Merck, Sunovion, Purdue, Medtronic, Siemens, Stryker, Pfizer, Siemens

Number of accounts gained in 2017: 4

Details of accounts gained in 2017: Amag, Celgene, Gilead, Merck

Juice Pharma Worldwide

322 Eighth Avenue, 10th floor, New York, NY, 10001

URL: www.juicepharma.com

Founded: 2002

Full-time employees: 143 (2017), 183 (2016)

Office Locations: New York; San Francisco

Senior Management: Lois Moran, Founding Partner; Lynn Macrone, Founding Partner; A. Forrest King, Founding Partner

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Data science

2017 North American Revenue: \$47,000,000

2017 U.S. billings breakdown

2017 sales materials:	20
2017 professional digital/web/mobile:	20
2017 professional print ads:	5
2017 consumer digital/web/mobile:	25
2017 consumer print ads:	10
2017 consumer broadcast:	10
2017 promotional medical education:	5
2017 data science:	5

AOR clients: 9 (2017); 9 (2016)

Project-based clients: 11 (2017); 11 (2016)

Current healthcare/pharma accounts: Alcon Simbrinza, Travatan Z; BioMarin Naglazyme, Vimizim; Boehringer Ingelheim Spiriva; InSys Syndros; Merck Belsonra, Gardasil 9, Isentress, Pneumovax23, Zostavax; Neurocrine Valbenazine; Novartis Oncology Afinitor, Votrient, Sandostatin, TafMek, Tasigna, Travatan-Z/Simbrinza, Pazeo, Ciprodex; Paxvax Vaxchore, Vivotif; Ultragenyx Aceneuramic acid, KR23, rhGUS, rhPPCA, Triheptanoin; Valeant Jublia; Versartis Somavaratan

Number of accounts gained in 2017: 8

Details of accounts gained in 2017: Novartis TafMek, Tasigna, Travatan-Z/Simbrinza, Pazeo, Ciprodex; Paxvax Vaxchore, Vivotif

Number of accounts lost in 2017: 2

Details of accounts lost in 2017: Funding by client was suspended due to clinical results.

The Kinetix Group

29 Broadway, 26th Floor, New York, NY, 10006

URL: thekinetixgroup.com/

Founded: 1997

Full-time employees: 63 (2017), 60 (2016)

Office Locations: New York; Caldwell, NJ; New Orleans

Senior Management: John Strapp, Jr., Co-founder and Chairman; Sarah McNulty, Co-founder and President; Danny Porreca, Chief Financial Offi-

cer; Merissa Oliver, Senior Vice President; Anna Thomas, Vice President; Rachna Pawar, Vice President; Liz Lucas, Vice President; Kristen Shea, Vice President; Mindy Olivarez, Vice President; JP Strapp, Managing Director; Len Fromer, MD, Executive Medical Director

Recent Executive Hires: Kristen Shea, Vice President; formerly at Remedy Partners, Inc.; Mindy Olivarez, Vice President; formerly at Jersey Junction

Capabilities/services offered: Professional (marketplace/sales); Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$15,400,000

2017 U.S. billings breakdown

2017 sales materials:	\$10,150,000
2017 professional digital/web/mobile:	\$750,000
2017 professional print ads:	\$200,000
2017 consumer digital/web/mobile:	\$800,000
2017 public relations:	\$500,000
2017 data science:	\$1,200,000
2017 other:	\$1,800,000

AOR clients: 4 (2017); 4 (2016)

Project-based clients: 14 (2017); 14 (2016)

Number of accounts gained in 2017: 2

Klick Health

175 Bloor Street East, North Tower, Suite 301, Toronto, ON, M4W3R8

URL: www.klick.com

Founded: 1997

Full-time employees: 702 (2017), 639 (2016)

Senior management: Leerom Segal, Co-founder and CEO; Aaron Goldstein, Co-Founder and COO; Lori Grant, President; Brian O'Donnell, EVP, Interactive Services; Alec Melkonian, SVP, Client Engagement; Glenn Zujew, EVP, Creative and Medical; Holly Henry, Chief Medical Officer; Dori Cappola, SVP, Media; Cam Bedford, SVP, Strategy & Analytics; Leslie Jamison, SVP, Brand Strategy/Planning; Keith Liu, SVP, Products and Innovation

Recent Executive Hires: Holly Henry, Chief Medical Officer; Amanda Hunt, VP Brand Strategy; Tim Fisher, VP Brand Strategy & Innovation; Paroo Uppal, VP, Innovation Consulting; Sonya Svaty, VP Media

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Data science

2017 North American Revenue: \$239,000,000

Lanmark360

Lanmark360

804 Broadway, West Long Branch, NJ, 07764

URL: www.lanmark360.com

Founded: 1977

Full-time employees: 40 (2017), 35 (2016)

Office Locations: West Long Branch, NJ; Charlotte, NC; Austin, TX

Senior Management: Howard Klein, President; Tracey Clayton, Vice President of Operations; Danielle Avalone, Vice President of Account Services

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$10,500,000

2017 U.S. billings breakdown

2017 sales materials:	17
2017 professional digital/web/mobile:	30
2017 professional print ads:	5
2017 consumer digital/web/mobile:	5
2017 promotional medical education:	8
2017 direct marketing:	9
2017 public relations:	21
2017 data science:	5

AOR clients: 4 (2017); 5 (2016)

Project-based clients: 11 (2017); 10 (2016)

Current healthcare/pharma accounts: Amabrush; American Academy of Periodontology; Brasseler USA; Dentsply Sirona; Cetylite; Colgate Palmolive; Convergent Dental; Jar of Hope; Novo Nordisk; OraHealth; Hiossen; Philips Oral Healthcare; ProLab Solutions; Valeant Pharmaceuticals

Number of accounts gained in 2017: 2

Details of accounts gained in 2017: Amabrush; Valeant Pharma

Number of accounts lost in 2017: 2

Details of accounts lost in 2017: Kuraray America; The Max Challenge



Description: Families every day experience the shock and devastation of learning about their child's health condition from a professional's diagnosis — and unfortunately for some of the more

uncommon diagnoses, that's where the information stops. At Lanmark360, we had the opportunity to work with one of our clients, a leader in the generic and biosimilar medicine space, to help fill in the gaps and offer families and patients some of the education and support that's been missing.

LaVoie Strategic Communications Group

1 Thompson Square, Suite 503, Boston, MA, 02129

URL: www.lavoiehealthscience.com

Founded: 2001

Full-time employees: 10 (2017), 10 (2016)

Office Locations: Boston

Senior Management: Donna LaVoie, CEO and President; Doug Russell, SVP and GM; Sharon Correia, VP of Integrated Communications; Beth Kurth, VP of Investor Relations; Chiara Russo, Account Director (Investor Relations); Ella Deych, AVP of Finance and Operations; Lisa DeScenza, AVP

Recent Executive Hires: Doug Russell, SVP and GM (Previously SVP at MSL)

2017 North American Revenue: \$2,408,785

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

levlane

who loves ya?

LevLane

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

URL: www.levlane.com

Founded: 1984

Full-time employees: 56 (2017), 57 (2016)

Office Locations: Philadelphia; Boston; Kansas City, MO

Senior Management: Bruce Lev, Chief Creative Officer; Dan Bruni, Chief Financial Officer, Chief Operations Officer; Timmy Garde, Chief Innovation Leader; David Huehnergath, SVP, Director of Client Engagement; Jon Cooper, SVP, Director Content, Social & PR; Kevin Dunn, SVP, Strategy and Client Engagement; Joey Crawford, Creative Director; Matt Riley, Director of Client Development

Recent Executive Hires: Dan Bruni, CFO, CCO, Zeta Interactive; Joey Crawford, Creative Director, Masterminds; Kelly Sizemore, VP/Director of Brand Strategy

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME

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type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO

2017 North American Revenue: \$9,500,000

2017 U.S. billings breakdown

2017 sales materials:	15
2017 professional digital/web/mobile:	15
2017 professional print ads:	10
2017 consumer digital/web/mobile:	25
2017 consumer print ads:	5
2017 consumer broadcast:	5
2017 promotional medical education:	5
2017 direct marketing:	5
2017 public relations:	5
2017 other:	10

AOR clients: 15 (2017); 13 (2016)

Project-based clients: 10 (2017); 8 (2016)

Current healthcare/pharma accounts: Agile Therapeutics; Corporate, Twirla; Eagle Pharmaceuticals; Ryandodex; Ilera Healthcare; Corporate, Medical Marijuana Products; Jefferson Comprehensive Concussion Center; Corporate; Rothman Institute; Corporate; DASH Pharmaceuticals; Corporate; Rydal Park; Corporate; Buckner Retirement Services; Corporate; Bayada Home Health Care; Corporate

Number of accounts gained in 2017: 5

Details of accounts gained in 2017: Ilera Healthcare; Corporate, Medical Marijuana Product; DASH Pharmaceuticals; Corporate; Rydal Park; Corporate; Buckner Retirement Services; Corporate; Bayada Home Health Care; Corporate



Description: LevLane developed the names, branding, and packaging for Ilera Healthcare's line of premier medical marijuana products. The branding focused on the precise ratios of cannabinoids,

terpenes, and other active ingredients to create a therapeutic experience for a wide variety of patients across 17 approved indications. Ilera's products are designed to produce targeted effects, such as energy, pain relief, and restful sleep. These products include SHINE, DREAM, SOOTHE, and BREATHE. Also, including in our branding efforts were FUSION, a line of vaporizables that combine potent therapy with delightful flavor and CHOICE, a line of strain-specific oils that are true-to-nature, using marijuana-derived terpenes.

Managed Markets Communications

268 Broadway, Suite 201, Saratoga Springs, NY, 12866

URL: www.syneoshealthcommunications.com/global-network/managed-markets

Founded: 2010

Parent Company: Syneos Health Communications

Full-time employees: 50 (2017), 52 (2016)

Office Locations: Saratoga Springs, NY; New York; 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, Client Growth Strategies; Eric Delnicki, VP, Director of Art; Mike Vail, SVP, Director of Copy; Carly DelPiano, VP, New Business and Development

Capabilities/services offered: Professional (marketplace/sales); Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Data science

AOR clients: 13 (2017); 11 (2016)

Project-based clients: 1 (2017); 1 (2016)

Number of accounts gained in 2017: 5

Number of accounts lost in 2017: 1

Maricich Health

18201 McDermott West, Suite A, Irvine, CA, 92614

URL: www.maricich.com

Founded: 1986

Full-time employees: 25 (2017), 25 (2016)

Office Locations: Irvine, CA

Senior Management: Mark Maricich, CEO; David Maricich, President & COO; Debbie Karnowsky, Executive Creative Director; Scott Littlejohn, Creative Director; Cameron Young, Creative Director; Julian Hernandez, Account Director; Annita Avila-Sharpe, Account Director; Megan Klute, Sr. Account Manager

Recent Executive Hires: Annita Avila-Sharpe, Account Director — from Toshiba America; Megan Klute, Sr. Account Manager — from Thread

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$9,500,000

2017 U.S. billings breakdown

2017 sales materials:	\$350,000
2017 professional digital/web/mobile:	\$350,000
2017 professional print ads:	\$550,000
2017 consumer digital/web/mobile:	\$1,250,000
2017 consumer print ads:	\$1,250,000
2017 consumer broadcast:	\$2,525,000
2017 promotional medical education:	\$350,000
2017 direct marketing:	\$1,050,000
2017 public relations:	\$300,000
2017 data science:	\$300,000
2017 other:	\$1,225,000

AOR clients: 6 (2017); 10 (2016)

Project-based clients: 5 (2017); 4 (2016)

Current healthcare/pharma accounts: Alignment Healthcare; Bausch + Lomb Surgical; Beverly Hospital; Call the Car; Edward-Elmhurst Health; Gold Coast Health Plan; L.A. Care Health Plan; Memorial-Care Innovation Fund; Santa Clara Valley Medical Center; Tenet Healthcare; Western Dental

Number of accounts gained in 2017: 4

Details of accounts gained in 2017: Alignment Healthcare; Gold Coast Health Plan; Tenet Healthcare; Western Dental

McCann Health North America

622 Third Ave, 28th floor, New York NY, 10017

URL: www.mccannhealth.com

Founded: 1985

Parent Company: McCann Worldgroup

Full-time employees: 750 (2017), 722 (2016)

Office Locations: McCann Echo (Mt. Lakes, NJ); McCann Managed Markets (Mt. Lakes, NJ); McCann Torre Lazur (Parsippany, NJ); McCann Torre Lazur (SF, CA); McCann HumanCare (NYC); McCann Healthcare (NYC); McCann Pharmacy (Toronto, Canada); Consulting at McCann Health (NYC); McCann Global Health (NYC); Complete HealthVizion (Chicago, IL); Complete Medical Communications (SF, CA); Caudex (NYC)

Senior Management: Amar Urhekar, President, McCann Health, Americas; Hilary Gentile, EVP, Regional Chief Strategy Officer, MH North America; Dawn Serra, SVP, Regional Talent Director, MH North America; Mike Lawlor, CFO, MH North America; Leo Tarkovsky, President, McCann Health NY (HumanCare and McCann Healthcare); Kim Wishnow-Per, President, McCann Managed Markets, North America; Mark Willmann, President, McCann Health New Jersey; Jesse Johansson, President, McCann Echo, North America; Sandra Carey, President, McCann Pharmacy, North America

Recent Executive Hires: June Laffey moved from Sydney, Australia to New York to take up the new position of Chief Creative Officer, McCann Health NY (HumanCare & Healthcare). Previously, she served as Regional Executive Creative Director for McCann Health Australia & Southeast Asia; Matt Silver was appointed EVP, Managing Director, McCann Healthcare. Previously he was at Razorfish Health

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Digital (it's a separate practice within your 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: 32 (2017); 28 (2016)

Project-based clients: 20 (2017); 16 (2016)

Current healthcare/pharma accounts: Actelion, Admedus, Alcon, Alexion, AstraZeneca, Bayer, Bioverative, BMS, Boehringer, Celgene, Daiichi, Eisai, Lilly, Galderma, Genentech, GSK, Janssen, Nestle, Novartis, Novo Nordisk, Sanofi, Teva, Viiv

Number of accounts gained in 2017: 14

Details of accounts gained in 2017: AstraZeneca; Bioverative; Bristol-Myers Squibb; Celgene; Janssen; Lilly; Novartis Oncology; NovoNordisk; Takeda

Medical Minds

6535 Caminito Sinnecock, La Jolla, CA, 92037

URL: www.med-minds.com

Founded: 2007

Full-time employees: 4 (2017), 4 (2016)

Office Locations: La Jolla, CA

Senior Management: Lynn Nye, Ph.D., President; Julian Kaye, Ph.D., Scientific Director; Jeri McMacken, Operations Manager

Capabilities/services offered: Professional (marketplace/sales), Consumer (Rx), Med ed (on-label, non-CME type), Digital (it's a separate practice within your agency or expertise is diffused throughout), Payer/managed markets/access, Working with health tech startups or innovative tech

2017 North American Revenue: \$800,000

2017 U.S. billings breakdown

2017 consumer digital/web/mobile:	50
2017 promotional medical education:	50

Project-based clients: 6 (2017); 7 (2016)

Current healthcare/pharma accounts: Dexcom, Fujirebio, Myokardia, Novan, PolarityTE

Number of accounts gained in 2017: 1

Details of accounts gained in 2017: Novan - nitric oxide agents in development, acne, moluscum, tinea pedis

Number of accounts lost in 2017: 1

Details of accounts lost in 2017: Intarcia ITCA 650

MedThink Communications

1001 Winstead Drive, 100, Cary, NC, 27513

URL: www.medthink.com

Full-time employees: 78 (2017), 73 (2016)

Office Locations: Cary, NC

Senior Management: Scott Goudy, President; Steve Palmisano, SVP, General Manager; John Kane, Managing Director; Angie Miller, SVP, Client Partnerships

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Data science

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2017 U.S. billings breakdown

2017 sales materials:	10
2017 professional digital/web/mobile:	20
2017 professional print ads:	5
2017 promotional medical education:	30
2017 direct marketing:	25
2017 data science:	10

AOR clients: 14 (2017); 10 (2016)

Project-based clients: 10 (2017); 12 (2016)

Number of accounts gained in 2017: 5

Number of accounts resigned in 2017: 3

MEI

750 Third Avenue, Suite 1004, New York, NY, 10017

URL: www.mei-nyc.com

Founded: 2008

Full-time employees: 122 (2017), 110 (2016)

Office locations: New York City

Senior Management: W. Curtis Herrmann, Executive Vice President, Account Services

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your 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 American Revenue: \$26,000,000

2017 U.S. billings breakdown

2017 sales materials:	10
2017 professional digital/web/mobile:	27
2017 professional print ads:	5
2017 promotional medical education:	28
2017 direct marketing:	10
2017 data science:	20

AOR clients: 13 (2017); 10 (2016)

Number of accounts gained in 2017: 3

Merkle Health

7001 Columbia Gateway Drive, Columbia, MD, 21046

URL: www.merkleinc.com

Founded: 1988

Parent Company: Dentsu Aegis Network

Full-time employees: 368 (2017), 350 (2016)

Office Locations: Atlanta; Austin, TX; Bend, OR; Boston; Charlottesville, VA; Chicago; Columbia, MD; Denver; Detroit; Hagerstown, MD; Little Rock, AR; Los Angeles; Minneapolis; Montvale, NJ; New York; Philadelphia; Pittsburgh; Salt Lake City; San Francisco; Seattle

Senior Management: David Williams, Chairman and CEO, Merkle; Craig Dempster, President, Merkle Americas; David Magrini, SVP, General Manager, Merkle Health; Joanne Zaiac, Chief Client Officer; Croom Lawrence, VP, Customer Strategy; Kent Groves, VP, Customer Strategy, Merkle Health; Steve Bass, VP, Sales, Merkle Health; Jeff Godish, VP, Digital Marketing Strategy, Merkle Health; Art Hymel, VP, Technology, Merkle Health; Jane Portman, VP, Analytics, Merkle Health; Tim Ferguson, VP, Client Partner, Merkle Health; Jeff Tomaso, VP, Client Partner, Merkle Health; Jay Miller, VP, Client Partner, Merkle Health; Gary Kagawa, VP, Media; Jose Cebrian, VP, Digital Messaging; Allan Sakowski, Chief Security Officer

Recent Executive Hires: Alex Yoder, Chief Analytics Officer from Trueeffect; Joanne Zaiac, Chief Client Officer from Digitas; Matt Seeley, Chief Technology Officer from Cheetah Digital

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$96,200,000

2017 U.S. billings breakdown

2017 sales materials:	5
2017 professional digital/web/mobile:	10
2017 professional print ads:	5
2017 consumer digital/web/mobile:	30
2017 consumer print ads:	5
2017 consumer broadcast:	5
2017 direct marketing:	20
2017 data science:	20

AOR clients: 46 (2017); 42 (2016)

Project-based clients: 66 (2017); 60 (2016)

Current healthcare/pharma accounts: AbbVie; Anthem Blue Cross Blue Shield; Astellas; City of Hope; Delta Dental; EmblemHealth; GlaxoSmithKline; Humana; Laser Spine Institute; Lilly; Medical Mutual; Mercer; Northwell Health; Pfizer; Sanofi; Sanofi Genzyme; Select Medical; Shire; Sunovion; Takeda.

Number of accounts gained in 2017: 2

Number of accounts lost in 2017: 3

MicroMass Communications

100 Regency Forest Drive, Suite #400, Cary, NC, 27518

URL: www.micromass.com

Founded: 1994

Parent Company: UDG Healthcare

Full-time employees: 115 (2017), 97 (2016)

Office Locations: Cary, NC

Senior Management: Alyson Connor (President); Phil Stein (Chief Executive Officer); Jessica Brueggeman (EVP, Health Behavior Group); John Hamilton (EVP, Client Service Director); Rob Peters (EVP, Strategy); Kelly Hutchinson (SVP, Human Resources); Mark Rinehart (Chief Technology Officer); Mike Bonavita (SVP, Client Services); Phil Mann (VP, Group Account Director); Amber Eaton (VP, Group Account Director)

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access

2017 U.S. billings breakdown

2017 professional digital/web/mobile:	20
2017 consumer digital/web/mobile:	35
2017 consumer print ads:	2
2017 promotional medical education:	5
2017 direct marketing:	20
2017 other:	18

AOR clients: 11 (2017); 12 (2016)

Project-based clients: 24 (2017); 26 (2016)

Current healthcare/pharma accounts: Circassia; CSL Behring; Genentech; Gilead; GSK; Grifols; Incyte; Insmid; Janssen; Lexicon; Mayne; Merck; Novartis; Novo Nordisk; Pfizer; Sanofi; Sun Pharmaceuticals; Takeda; Tesaro; Teva; UCB; United Therapeutics; Valeant

Number of accounts gained in 2017: 7

Details of accounts gained in 2017: Valeant; Sanofi; Takeda; Janssen; Genentech; Pfizer

Number of accounts lost in 2017: 2

Modder Marketing Services

340 Madison Avenue, 19th floor, New York, NY, 10173

URL: www.modder.com

Founded: 2011

Full-time employees: 5 (2017), 4 (2016)

Office Locations: New York

Senior Management: Mark Kolier, COO, cofounder; Nader Ashway, Executive Creative Director, cofounder

Capabilities/services offered: Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Data science

2017 North American Revenue: \$950,000

AOR clients: 3 (2017); 2 (2016)

Project-based clients: 3 (2017); 2 (2016)

Current healthcare/pharma accounts: Paradigm Spine, coflexsolutions.com; Ni-Q/HDM Plus, ni-q.com; Proliance Spine, proliancespine.com; American Medical Concepts, amcmedical.com; LiveBrands; Proliance Surgeons

Number of accounts gained in 2017: 3

Details of accounts gained in 2017: ProlianceSpine.com; AMCMedical.com

Motionstrand

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

URL: motionstrand.com

Founded: 2000

2017 number of full-time employees: 24 (2017), 19 (2016)

Office Locations: Escondido, CA

Senior Management: Stefan Jensen, CEO; Erik Jensen, CFO; Bjorn Jensen, Creative Director; Mike Esani, Production Director

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Data science

2017 North American Revenue: \$4,395,462.68

2017 U.S. billings breakdown

2017 other:	\$4,395,462.68
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AOR clients: 7 (2017); 4 (2016)

Project-based clients: 21 (2017); 15 (2016)

Current healthcare/pharma accounts: Avanir, Onzetra, Nuedexta; Tolmar; Greenwich; Clarify Medical

Number of accounts gained in 2017: 3

Details of accounts gained in 2017: Tolmar; Greenwich; Clarify Medical

Natrel

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

URL: natrelhealth.com

Founded: 1999

Full-time employees: 40 (2017), 57 (2016)

Office locations: Parsippany, NJ

Senior Management: David Nakamura, Founder; Nicole Hyland, General Manager; Tamra Micco, Executive Director, Client Services; Sean Conciatore, EVP, Creative Director; Amy Tracey, EVP, Director of Finance and Human Resource; Bill Kwiatkowski, SVP, Director of Strategy

Recent Executive Hires: Sean Conciatore, EVP Creative Director. Previously, Executive Creative Director, IN Marketing; Bill Kwiatkowski, SVP, Director of Strategy. Previously, VP, Strategic Planning Director, McCann Echo

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Digital (it's a separate practice within your agency or expertise is diffused throughout); Data science

2017 North American Revenue: \$12,000,000

2017 U.S. billings breakdown

2017 sales materials:	\$2,500,000
2017 professional digital/web/mobile:	\$5,000,000
2017 professional print ads:	\$800,000
2017 consumer digital/web/mobile:	\$1,500,000
2017 direct marketing:	\$1,500,000
2017 data science:	\$700,000

AOR clients: 6 (2017); 8 (2016)

Project-based clients: 5 (2017); 3 (2016)

Current healthcare/pharma accounts: Bayer, BepanthenRx, Finacea Foam, Desonate; Boehringer Ingelheim, Pradaxa; Leo Pharma, Enstilar, Taclonex; PharmaDerm, AmLactin, Kerydin, Oxistat, Veregen

Number of accounts gained in 2017: 2

Details of accounts gained in 2017: Bayer, BepanthenRx; Undisclosed, Undisclosed

Number of accounts lost in 2017: 1

Details of accounts lost in 2017: Impax, Rytary

Navicor Group

480 Olde Worthington Road, Suite 202, Westerville, OH, 43082

URL: the.oncology.agency

Founded: 2005

Parent Company: Syneos Health Communications

Full-time employees: 107 (2017), 107 (2016)

Office Locations: Columbus, OH; Philadelphia

Senior Management: Dave Querry, president; Marvin Bowe III, managing director, Philadelphia; Rich D'Ginto, managing director, Columbus; LeAnn Duncan-Miller, group financial director

Capabilities/services offered: Professional (marketplace/sales); Relationship marketing/direct; Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 U.S. billings breakdown

2017 sales materials:	35
2017 professional digital/web/mobile:	30
2017 professional print ads:	5
2017 consumer digital/web/mobile:	5
2017 direct marketing:	10
2017 data science:	5
2017 other:	10

AOR clients: 16 (2017); 10 (2016)

Project-based clients: 6 (2017); 6 (2016)

Number of accounts gained in 2017: 14

Number of accounts lost in 2017: 4

Neon

1400 Broadway, 3rd Floor, New York, NY, 10018

URL: www.neon-nyc.com

Founded: 2009

Parent Company: IPG

Full-time employees: 172 (2017), 156 (2016)

Office Locations: New York

Senior Management: Mark Arnold, Managing Director, Kevin McHale managing Director, ECD, Brad Aufderheide, SVP Strategic Planning, Risa Arin, SVP Digital Planning, Deirdre McGarrigle, SVP Medical Director

Recent Executive Hires: Brad Aufderheide, SVP Strategic Planning, previously FCB Health, Terry Voltz, SVP Group Account Manager, previously FCB Health, Suzanne Silbergleit SVP Account Director, previously FCB Health, Jackie Cleary, Health Education Director, previously FCB Health

Capabilities/services offered: Professional (marketplace/sales), Consumer (Rx), OTC/wellness, Relationship marketing/direct, Digital (it's a separate practice within your agency or expertise is diffused throughout), Working with health tech startups or innovative tech, Public health/nonprofit/NGO

2017 U.S. billings breakdown

2017 sales materials:	30
2017 professional digital/web/mobile:	30
2017 professional print ads:	10
2017 consumer digital/web/mobile:	20
2017 data science:	5
2017 other:	5

AOR clients: 14 (2017); 16 (2016)

Current healthcare/pharma accounts: AbbVie.: Women's Health, Oncology; Avanir Pharmaceuticals: Onzetra Xsail; Genentech: Pulmo-

zyme, GastroImmunology; Grifols: Prolastin C; Janssen Pharmaceuticals: Invokana; Mallinckrodt Pharmaceuticals Acthar; Novartis Pharmaceuticals: Cosentyx; Pernix Therapeutics: Silenor, Zohydro ER; Reata Pharmaceuticals: Corporate, Bardoxyline Methyl, Omaveloxolone; Sandoz: Xarxio, Oncology, Asthma, Immunology; Strongbridge Biopharma: AGHD diagnostic; Taiho Oncology: Lonsurf; Theravance Biopharma: Vibativ; United Therapeutics: Unituxin

Number of accounts gained in 2017: 7

Details of accounts gained in 2017: Pernix, Silenor, Sandoz, Asthma, Immunology; AbbVie, Womens Health, Oncology Support; Reata, Bardoxyline Methyl, Omaveloxolone

Number of accounts lost in 2017: 1

Details of accounts lost in 2017: Horizon Pharma, Krystexxa, relocated to another FCB Health Network agency

Ogilvy CommonHealth Worldwide

400 Interpace Parkway, Parsippany, NJ, 07054

URL: www.ogilvychww.com

Founded: 2010

Parent Company: WPP Health & Wellness

Office Locations: Parsippany, NJ; New York; Newtown, CT; Toronto, Canada; Montreal, Canada

Senior Management: Andrew Schirmer, CEO, Ogilvy CommonHealth North America; Darlene Dobry, Managing Partner; Marc Weiner, Chief Operating Officer; Peter Rooney, Growth Officer; Susan DiDonato, EVP, Chief Talent Officer; Chris Cullmann, Head of Digital; Robert Saporito, EVP, Chief Financial Office; Johanna Skilling, EVP, Director of Planning

Recent Executive Hires: Andrew Schirmer, CEO, Ogilvy CommonHealth North America, previously employed with McCann Global Health

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 U.S. billings breakdown

2017 sales materials:	21
2017 professional digital/web/mobile:	10
2017 professional print ads:	13
2017 consumer digital/web/mobile:	10
2017 consumer print ads:	12
2017 consumer broadcast:	5
2017 promotional medical education:	8
2017 direct marketing:	16
2017 data science:	5

AOR clients: 35 (2017); 35 (2016)

Project-based clients: 37 (2017); 28 (2016)

Number of accounts gained in 2017: 29

Number of accounts lost in 2017: 6

Pacific Communications

18581 Teller Avenue, Irvine, CA, 92612

URL: www.pacificcommunications.com

Founded: 1994

Parent Company: Allergan

Full-time employees: 227 (2017), 244 (2016)

Office Locations: Irvine, CA; Madison, NJ

Senior Management: Craig Sullivan, President; Joe Abiad, Director, Finance & Agency Operations; James Marlin, Executive Manager, Agency Services; Henry Lee, SVP, Director of Client Services; Ryan Orsini, SVP, Director of Client Services; Kun-Yang Kim, SVP, Director of Client Services; Patrick Macke, VP Interactive; Pete Siegel, ECD

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$53,378,000

2017 U.S. billings breakdown

2017 sales materials:	30
2017 professional digital/web/mobile:	25
2017 professional print ads:	5
2017 consumer digital/web/mobile:	5
2017 promotional medical education:	20
2017 other:	15

AOR clients: 27 (2017); 23 (2016)

Project-based clients: 8 (2017); 10 (2016)

Current healthcare/pharma accounts: Allergan; Botox Cosmetic; Botox Therapeutic; Botox Urology; Rapaflo; Noctiva; Ozurdex; Lumigan; Alphagan; Combigan; Glaucoma Xen; Optometry; Restasis Strat Comm; Rhofade; Aczone; Tazorac; Botox HyperHydrolysis; Latisse; Skin Medica; Coolsculpting; Revolve; Stratice; Alloderm; Natrelle; Juvederm Franchise; Kybella

Number of accounts gained in 2017: 4

Details of accounts gained in 2017: Coolsculpting; Alloderm; Stratice; Revolve

Number of accounts lost in 2017: 2

Details of accounts lost in 2017: Glaucoma Drops; Restasis Professional

Partners + Napier

192 Mill St., Suite 600, Rochester, NY, 14614

URL: partnersandnapier.com

Founded: 2004

Parent Company: Project Worldwide

AGENCY A-Z

Full-time employees: 141 (2017), 106 (2016)

Office Locations: Rochester, NY; New York; San Francisco

Senior Management: Sharon Napier, CEO; Courtney Cotrupe, President; Pete VonDerLinn, Executive Creative Director; Scott Chapman, Executive Finance Director

Recent Executive Hires: Katrina Busch, SVP, Group Account Director, joined us with the Roberts Communications acquisition

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/nonprofit/NGO

2017 North American Revenue: \$5,908,491

AOR clients: 4 (2017); 4 (2016)

Project-based clients: 6 (2017); 6 (2016)

Current healthcare/pharma accounts: Excellus BlueCross Blue-Shield; Highmark Health; Bausch + Lomb; Rochester Regional Health; Caresteam; Catholic Health; Episcopal Senior Living; Hybridge

AOR clients: 8 (2017); 6 (2016)

Project-based clients: 7 (2017); 5 (2016)

Current healthcare/pharma accounts: Avexis-Gene Therapy; Horizon-Actimmune; Horizon-Ravicti; Horizon-Procysbi; Lundbeck-North-era; Lundbeck-ONFI; Serono-Serostim; Spark-Hemophilia; Mallinckrodt-Patient Services; Horizon-Tepro; Puma-Nerlynx; Bracco-Diagnostic Imaging Franchise; Alexis-Clinical Trials; Regenxbio-Gene Therapy platform; Cure SMA; Rhythm-Pipeline

Number of accounts gained in 2017: 4

Details of accounts gained in 2017: Horizon, Procysbi; Spark, Hemophilia; Mallinckrodt, Patient Services; Loxo, Pipeline



Description: Horizon Pharma's UCD in Common is a community (website, Facebook page, eCRM, and patient programs) for those affected by urea cycle disorders (UCDs). It was created through collaboration with members of the UCD community — collaboration

that's ongoing. From patient-focused education and day-to-day tips from others living with this rare disease, to helpful low-protein cooking classes and recipes, UCD in Common has successfully given patients and their families resources to better manage their disease.

Why is it special? We feel that the patient should always be at the center of our work. That's why we partner with like-minded clients, such as Horizon, who understand that doing what's best for the patient is a win for everyone involved. UCD in Common is a campaign that uses PEP's nationally recognized co-creation approach. We collaborate directly with the experts themselves — patients and caregivers — to understand their journey and the unmet needs the community faces. Then we co-create solutions, which in this case, are delivered through the UCD in Common platform.



Patient Experience Project

4 Congress Place, Saratoga Springs, NY, 12866

URL: the-pep.com

Founded: 2012

Full-time employees: 50 (2017), 34 (2016)

Senior Management: Dan Bobear, President; Kristin Phillips, Managing Director Strategy and PEPpartners; Christina Vail, Managing Director Operations; Bill O'Bryon, Managing Director Digital and Client Services; Peter DiBart, Creative Director; Paul Ivsin, Managing Director PEPtrials

Recent Executive Hires: Paul Ivsin, Director Clinical Trial Offerings IMS; Peter DiBart, Senior Vice President, Creative Director, North America at Porter Novelli

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/nonprofit/NGO

2017 North American Revenue: \$16,919,000

2017 U.S. billings breakdown

2017 sales materials:	\$2,911,000
2017 professional digital/web/mobile:	\$5,167,000
2017 professional print ads:	\$100,000
2017 consumer digital/web/mobile:	\$6,198,000
2017 consumer print ads:	\$100,000
2017 direct marketing:	\$275,000
2017 public relations:	\$100,000
2017 other:	\$2,068,000

Patients & Purpose

200 Varick St, 4th floor, New York, NY, 10014

URL: www.patientsandpurpose.com

Founded: 2000

Parent Company: Omnicom Health Group

Full-time employees: 212 (2017), 180 (2016)

Office locations: New York; San Francisco

Senior Management: Deb Deaver, CEO; Eliot Tyler, President; Dina Peck, Managing Partner, Executive Creative Director; Tom Galati, Associate Partner, Creative Director

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/nonprofit/NGO

AOR clients: 23 (2017); 15 (2016)

Project-based clients: 4 (2017); 2 (2016)

Number of accounts gained in 2017: 12

Number of accounts lost in 2017: 2

Pixacore

15 W. 39th Street, 13th Floor, New York, NY, 10018

URL: www.PIXACORE.com

Founded: 2007

Full-time employees: 67 (2017), 35 (2016)

Office Locations: New York

Senior Management: Sanjiv Mody, Founder and CEO; Dhaval Parikh, Managing Director/President; Ben Voss, Chief Technology Officer; Andy Bond, EVP, Digital Strategy; Valerie Shane, EVP, Brand Strategy; Anisha Mody, EVP, Finance; Colleen Davenport, SVP, Director of Operations; Thom Graves, SVP, Creative Director; Aimee Hiltz, SVP, Creative Director Copy; Akisia Grigsby, VP, Product Experience/UX

Recent Executive Hires: Colleen Davenport, Previous Employer: Unified Oncology, SVP, Operations; Aimee Hiltz, Previous Employer: Concentric Health Experience, VP, Associate Creative Director; Akisia Grigsby, The Lathe/Grey Healthgroup, Creative Director of Product, UX and Visual Design

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Data science

2017 North American Revenue: \$15,300,000

2017 U.S. billings breakdown

2017 sales materials:	10
2017 professional digital/web/mobile:	50
2017 consumer digital/web/mobile:	20
2017 promotional medical education:	10
2017 other:	10

AOR clients: 14 (2017); 7 (2016)

Project-based clients: 13 (2017); 12 (2016)

Current healthcare/pharma accounts: Bayer, Nexavar US, Nexavar Global, Stivarga US, Stivarga Global, Xofigo US, Xofigo Global, Eylea Global, Aliqopa, Bayer Oncology Pipeline, Darolutamide, Anetumab, Patient Advocacy, Eylea Latin America, Xofigo Latin America; Boehringer Ingelheim, Gilotrif; Sun Pharma, Levulan; Celgene, Abraxane US, Abraxane Global, Revlimid US, Pomalyst US, Luspatercept, Medical Affairs, Idhifa, Otezla; Amgen, Enbrel; Acceleron Pharma; Teva

Number of accounts gained in 2017: 7

Details of accounts gained in 2017: Bayer, Aliqopa, Darolutamide, Patient Advocacy; Celgene, Revlimid US, Pomalyst US, Luspatercept, Medical Affairs, Idhifa, Otezla; Acceleron Pharma; Teva; Amgen, Enbrel

Number of accounts resigned in 2017: 7

Details of accounts resigned in 2017: Nexavar U.S., Nexavar Global, Stivarga U.S., Stivarga Global, Eylea Global, Bayer Oncology Pipeline, Gilotrif; Sun Pharma, Abraxane US, Abraxane Global

Precision for Value

240 Main Street, Gladstone, NJ, 07934

URL: www.precisionforvalue.com

Founded: 2003

Parent Company: Precision Value & Health

Full-time employees: 245 (2017), 214 (2016)

Office Locations: Chicago; Costa Mesa, CA; Gladstone, NJ; New York

Senior Management: Carlos Delucca, Executive Vice President, Managing Partner; Kelly Wilder, Executive Vice President, Managing Partner; Jackie DeAngelis, Senior Vice President, Managing Director; Dan Vanderpoel, PharmD, Senior Vice President, Managing Director; Isabella Sergio, Senior Vice President, Director of Client Services; Christine Lenthe, Senior Vice President, Director of Client Services; Maureen Hennessey, PhD, CPCC, Senior Vice President, Director, Quality and Population Health Solutions; Jeremy Schafer, PharmD, MBA, Senior Vice President, Director, Payer Access Solutions

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type)

2017 North American Revenue: \$52,376,386

AOR clients: 20 (2017); 15 (2016)

Project-based clients: 4 (2017); 4 (2016)

Number of accounts gained in 2017: 6

Number of accounts lost in 2017: 1

Precision Value & Health

60 East 42nd Street, Suite 1325, New York, NY, 10165

URL: www.precisionvaluehealth.com

Founded: 2017

Parent Company: Precision Medicine Group

Full-time employees: 584 (2017), 539 (2016)

Office Locations: Boston; Chicago; Costa Mesa, CA; Gladstone, NJ; Indianapolis; Los Angeles; New York; Oakland, CA; Stamford, CT; Vancouver, British Columbia

Senior Management: Dan Renick, R.Ph., President

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

Precision Xtract

60 East 42nd Street, Suite 1325, New York, NY, 10165

URL: www.precisionxtract.com

Founded: 2017

Parent Company: Precision Value & Health

Full-time employees: 150 (2017), 139 (2016)

Office Locations: Boston; Indianapolis; New York; Oakland, CA; Stamford, CT; Vancouver, British Columbia

Senior Management: Larry Blandford, PharmD, Executive Vice President, Managing Partner; Bruce Leavitt, MBA, Executive Vice President, Managing Partner; Harry Schiavi, President, Insight Strategy Advisors

Recent Executive Hires: Craig White, Vice President, Managing Director, Formerly with Quintiles

Capabilities/services offered: Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$44,644,541

2017 U.S. billings breakdown

2017 data science:	15
2017 other:	85

Project-based clients: 58 (2017); 55 (2016)

Number of accounts gained in 2017: 6

Number of accounts lost in 2017: 3

Precisioneffect

101 Tremont St, Suite 200, Boston, MA, 02108

URL: www.precisioneffect.com

Founded: 1978

Parent Company: Precision Medicine Group

Full-time employees: 145 (2017), 125 (2016)

Office Locations: Boston; Chicago; Costa Mesa, CA

Senior Management: Carolyn Morgan, President; Deborah Lotterman, Chief Creative Officer; Paul Balagot, Chief Experience Officer

Recent Executive Firms: Jeff Tully, Sr. Director, Creative Services (A&G); Jamie Nies, Director, Project Management (Hill Holiday); Michele Corcoran, Director, Creative Resourcing (Arnold Worldwide); Erica Baitler, Sr. Director, Account Operations (Forge Worldwide); Devon Dawson, Director, Brand Strategy (PJA Advertising + Marketing); David Boyd, Director, Studio Services (Allen & Gerritsen); Heather Mendenhall-Danby, Group Account Director (One North Interactive); Ryan Fitzgerald, Group Account Director (Area 23); Serena Faria, Group Account Director (Cambridge BioMarketing)

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your

agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech

2017 North American Revenue: \$29,638,297

2017 U.S. billings breakdown

2017 sales materials:	15
2017 professional digital/web/mobile:	20
2017 professional print ads:	2.5
2017 consumer digital/web/mobile:	20
2017 consumer print ads:	2.5
2017 consumer broadcast:	10
2017 promotional medical education:	5
2017 direct marketing:	20
2017 data science:	5

AOR clients: 22 (2017); 18 (2016)

Project-based clients: 3 (2017); 8 (2016)

Number of accounts gained in 2017: 8

Number of accounts lost in 2017: 1

Number of accounts resigned in 2017: 1



PRI Healthcare Solutions

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

URL: www.prihcs.com

Founded: 2008

Parent Company: Haymarket Media

Full-time employees: 68 (2017), 72 (2016)

Office Locations: Paramus, NJ; New York, NY

Senior Management: Tammy Chernin, General Manager; Jamie Alexander, VP, Client Services; Brian Layden, VP Marketing Strategy & Business Development; Dimpay Mehra, PharmD, Sonal Adhav, PharmD, Joseph Riley, Senior Scientific Directors; Roman Makukh, VP, Digital Products; Melissa Mazza-Chiong, Group Art Director

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout)

2017 North American Revenue: \$13,200,000

2017 U.S. billings breakdown

2017 professional digital/web/mobile:	22
2017 promotional medical education:	64
2017 direct marketing:	5
2017 other:	9

AOR clients: 6 (2017); 8 (2016)

Project-based clients: 26 (2017); 24 (2016)

Number of accounts gained in 2017: 5

Number of accounts lost in 2017: 3



Description: Equetro was entering a crowded, me-too environment but has the distinct advantage of being the only form of carbamazepine approved for three indications that has no AB-rated generic, so is not substitutable. The objective of the overall campaign was to increase awareness for Equetro's (carbamazepine) epilepsy indication among neurologists.

Why is Your Sample Special? The design of the branded website, featuring illustrated characters, departs from the traditional use of photography in pharmaceutical digital campaigns, breaking through clutter and providing an additional means of user engagement.

Publicis Health Media

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

URL: publicishealthmedia.com

Founded: 2012

Full-time employees: 377 (2017), 323 (2016)

Office Locations: Philadelphia; New York; Chicago

Senior Management: Jedd Davis, Managing Director; Alison McConnell, Chief Marketing Officer; Andrea Palmer, Chief Strategy Officer; Greg Reilly, EVP, General Manager; David Nussbaum, SVP, Business; Intelligence Elyse Rettig, SVP, Operations; Raymond Rosti, SVP, Search; Marc Loeb, VP, Finance; Matt McNally, Chief Media Officer

Recent Executive Hires: Alison McConnell, Chief Marketing Officer, formally Executive Vice President, Chief Growth Office, and Account Director at Leo Burnett

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your 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: 38 (2017); 35 (2016)

Project-based clients: 17 (2017); 15 (2016)

Number of accounts gained in 2017: 5

Purohit Navigation

233 S. Wacker Drive, Suite 6220, Chicago, IL, 60606

URL: www.purohitnavigation.com

Founded: 1985

Full-time employees: 60 (2017), 60 (2016)

Senior Management: Ahnna Purohit, CEO; Anshul Purohit, President; Monica Noce Kanarek, Chief Creative Officer; Kimberly Hogen, CFO

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Data science

2017 North American Revenue: \$20,000,000

2017 U.S. billings breakdown

2017 sales materials:	25
2017 professional digital/web/mobile:	15
2017 professional print ads:	20
2017 consumer digital/web/mobile:	5
2017 consumer print ads:	2.5
2017 promotional medical education:	15
2017 direct marketing:	7.5
2017 data science:	10

Current healthcare/pharma accounts: Gilead Sciences; Becton Dickinson; Cutanea Life Sciences

R&R Healthcare Communications

630 Brooker Creek Blvd, Suite 300, Oldsmar, FL, 34677

URL: www.rrhealthcare.com

Founded: 2001

Full-time employees: 50 (2017), 40 (2016)

Office Locations: Oldsmar, FL

Senior Management: Lawrence Roth, President/CEO; Sherri Foster, Group Account Director; Sara Anderson, Director, Meeting and Event Planning; Cathy Boss, Director New Business Development; Sarah Tushin, Associate Group Account Director

Recent Executive Hires: Cathy Boss, Director New Business Development formerly with MediTech Media, a member of the Nucleus Global; Group; Sarah Tushin, Associate Group Account Director formerly with TRM Oncology, a member of the Aptitude Health

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

Project-based clients: 12 (2017); 10 (2016)

Number of accounts gained in 2017: 2

Rapp Well

220 East 42nd Street, 12th Floor, New York, NY, 10017

URL: well.rapp.com

Founded: 2005

Parent Company: Omnicom

Full-time employees: 600 (2017), 600 (2016)

Office Locations: New York; Dallas; Los Angeles; San Francisco; Chicago

Senior Management: Health Division: Justin Thomas-Copeland, president, NYC and EVP, RAPP Well Worldwide; Jon Carnero, Head of Healthcare, North America; Esther Janssen, Director, Experience Analytics; Addison Deitz, EVP Director of Global Operations and Client Support; Jatinder Singh, SVP, Strategy and Analytics; Global Leadership: Marco Scognamiglio, Global CEO, Steve Takla, Global CFO; Anne Marie Schiller, Global Chief of Client Operations

Recent Executive Hires: Jon Carnero, Head of Healthcare, North America; previously at Centron; Jatinder Singh, SVP Strategy and Analytics; previously at Globe RM

Capabilities/services offered: Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$120,000,000

2017 U.S. billings breakdown

2017 consumer digital/web/mobile:	50
2017 direct marketing:	25
2017 data science:	15
2017 other:	10

AOR clients: 5 (2017); 3 (2016)

Project-based clients: 2 (2017); 5 (2016)

Current healthcare/pharma accounts: Pfizer, Viagra; Gilead, HCV; Johnson & Johnson, Diabetes; OneTouch; 23&Me, Health and Heritage Kits; AARP; Lilly, Diabetes & Oncology; Ascension Healthcare

Number of accounts gained in 2017: 2

Details of accounts gained in 2017: Lilly, Diabetes portfolio, Oncology portfolio; Ascension Healthcare

Razorfish Health

100 Penn Square East, The Wanamaker Building, Philadelphia, PA, 19107

URL: razorfish.health

Founded: 2017

Parent Company: Publicis Health

Office Locations: Philadelphia; New York; Chicago

Senior management: David Paragamian, Managing Director; Don Young, Chief Operating Officer; Josh Tumelty, Executive Creative Director; Carol Bendig, VP Finance; Diane Harrison, SVP Human Resources;

Wolf Gallwitz, Ph.D., Chief Scientific Officer; Nafeez Zawahir, MD, SVP, Medical Strategy; Keri Hettel, SVP, Analytics; Kyle Bechter, Director of Business Growth

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Public health/nonprofit/NGO; Data science

ReachLocal

21700 Oxnard St, Ste 1600, Woodland Hills, CA, 91367

URL: www.reachlocal.com

Founded: 2004

Parent Company: Gannett

Full-time employees: 760 (2017), 553 (2016)

Office Locations: Woodland Hills, CA; Plano, TX

Senior Management: Sharon Rowlands, Chief Executive Officer, Director; Owen Kloster, CFO; Kris Barton, Chief Product Officer; Paras Maniar, Chief Strategy Officer; Bala Menon, Senior VP, Global Services; Tenlay Naliboff, General Counsel and SVP HR

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$56,509,187

2017 U.S. billings breakdown

2017 professional digital/web/mobile:	\$56,509,187
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Red House Healthcare Marketing

10 Roswell Street, Ste. 200, Alpharetta, GA, 30009

URL: www.redhousehealthcare.com

Full-time employees: 26 (2017), 25 (2016)

Office Locations: Alpharetta, GA

Senior Management: Dan Hansen, Senior Partner; Steve Reeves, Partner; Joe Youngs, SVP Consulting; Terry McLane, CFO/COO

Recent Executive Hires: Joe Youngs, SVP Consulting & Data Strategy, Previously, Rauxa, Chief Data and Analytics Officer

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$2,770,000

2017 U.S. billings breakdown

2017 sales materials:	15
2017 professional digital/web/mobile:	25
2017 professional print ads:	2
2017 promotional medical education:	15
2017 direct marketing:	18
2017 public relations:	5
2017 data science:	20

AOR clients: 6 (2017); 5 (2016)

Project-based clients: 7 (2017); 5 (2016)

Current healthcare/pharma accounts: Bayer, Cognizant, Elsevier, Mayo Clinic, McKesson, Mede Analytics

Number of accounts gained in 2017: 3

Details of accounts gained in 2017: New Biologics client (can't disclose); Redox; Surgical Information Systems



Description: MedeAnalytics helps healthcare organizations achieve better results and make even smarter decisions through their analytical tools. Their Quality Management solution is more than annual measuring and reporting — its the ability to gain analytical insights in a fast, scalable and efficient way.

What's special about the ad? It can be difficult to effectively showcase a product when its conveyed through a chart or graph. This ad effortlessly combines an insightful report with subtle imagery that is relevant to the type of reporting it performs.

Relevate Health Group

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

URL: www.relevatehealthgroup.com

Founded: 2007

Full-time employees: 70 (2017), 77 (2016)

Office Locations: Cincinnati, OH

Senior Management: Jeff Spanbauer, CEO; Scott Weintraub, President; Tim Tuttle, CFO; Lisa Klein, VP Market Intelligence; Bruce Kennedy, Executive Practice Leader; Karen Snay, VP Marketing and Client Solutions; Chris Cushman, Group VP Client Partnership; Sharon Bittner, Chief Communications Officer

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); Digital (it's a separate practice within your agency or expertise is diffused; throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$14,200,000

2017 U.S. billings breakdown

2017 sales materials:	\$3,500,000
2017 consumer digital/web/mobile:	\$3,700,000
2017 data science:	\$1,000,000
2017 professional digital/web/mobile:	\$3,000,000
2017 promotional medical education:	\$3,000,000

AOR clients: 2 (2017); 1 (2016)

Project-based clients: 31 (2017); 31 (2016)

Current healthcare/pharma accounts: Essilor, all brands; Janssen, Xarelto, Invokana, Stelara, Genentech, Esbriet, Pulmozyme, Xolair; Puma, Nerlynx; Merck, Januvia, Keytruda, P23; Valeant, Uceris, Xifaxan; BMS, Eliquis; Novartis, Votrient; Takeda, Uloric, Amitiza, Dexilant; Pfizer, MIT team, Astellas, Health Systems; CSL Behring, Privigen; Teva, Granix; Mylan, Olux; BI, Gilotrif, Pradaxa

Number of accounts gained in 2017: 17

Details of accounts gained in 2017: Essilor, Essilor Canada; Janssen, GI, HIV; Genentech, Lucentis, Xolair, Pulmozyme; Valeant, Uceris, Xifaxan; Novartis, Votrient; Takeda, Amitiza, Dexilant; Teva, Granix; Mylan, Xulane, Olux; BI, Gilotrif, Pradaxa

Number of accounts lost in 2017: 4

Details of accounts lost in 2017: Janssen, Darzalex; Smith & Nephew, Acticoat, PICO; Merck, Zepatier



RevHealth

55 Bank Street, Morristown, NJ, 07960

URL: www.revhealth.com

Founded: 2006

Full-time employees: 130 (2017), 115 (2016)

Office locations: 55 Bank Street Morristown, NJ 07960; 36 Cattano Avenue Morristown NJ 07960

Senior Management: Bruce Epstein/Managing Partner; Bruce Medd/Managing Partner; Brian Wheeler/Managing Partner

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$35,200,000

AOR clients: 25 (2017); 30 (2016)

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Project-based clients: 3 (2017); 5 (2016)

Number of accounts gained in 2017: 8



Description: This campaign helps convince HCPs that the proprietary technology of Neosalus helps it bring ingredients deep into the skin where they need to be.

Saatchi & Saatchi Wellness

355 Park Avenue South, New York, NY, 10010

URL: www.saatchiwellness.com

Founded: 1979

Parent Company: Publicis Groupe

Full-time employees: 320 (2017), 250 (2016)

Office Locations: New York

Senior Management: J.D. Cassidy, Managing Director; Kathy Delaney, Global Chief Creative Officer

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your 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: 5 (2017); 5 (2016)

Project-based clients: 10 (2017); 6 (2016)

Number of accounts gained in 2017: 5

Details of accounts gained in 2017: Creative agency AOR and digital innovation

Number of accounts lost in 2017: 1

Details of accounts lost in 2017: Agency consolidation

Sandbox

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

URL: sandboxww.com

Founded: 1982

Full-time employees: 428 (2017), 363 (2016)

Office Locations: New York; Toronto; Chicago; Kansas City; Los Angeles; Indianapolis

Senior Management: Joseph Kuchta, Principal & Chief Client Officer; Mark Goble, Principal & Chief Operations Officer; Chad Smith, Managing Director; Ryan VanPelt, SVP Client Services; Chris Weber, Chief Strategy Officer; Denis O'Keefe, Creative Director

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Data science

2017 North American Revenue: \$38,000,000

2017 U.S. billings breakdown

2017 sales materials:	20
2017 professional print ads:	10
2017 professional digital/web/mobile:	20
2017 consumer digital/web/mobile:	10
2017 consumer print ads:	5
2017 direct marketing:	20
2017 other:	15

AOR clients: 16 (2017); 14 (2016)

Project-based clients: 4 (2017); 6 (2016)

Current healthcare/pharma accounts: Abbott Molecular; Alinity; Abbott Nutritionals; Ensure; Axovant; Corporate Image; Coherus; Corporate Image; Elanco Animal Health; multiple brands; Invictus Medical; GelShield, Kite Pharma; YesCarta, Leiters; Corporate Image, Montefiore Health System, Mylan Institutional; multiple brands, Obagi Medical Products, Organogenesis, Xellia

Number of accounts gained in 2017: 6

Details of accounts gained in 2017: Abbott Molecular; Alinity, Abbott Nutritionals; Ensure, Axovant; Corporate Image, Leiters, Montefiore Health System, Xellia

Number of accounts lost in 2017: 4

Details of accounts lost in 2016: Biomarin, Sakura Finetek, Upsher-Smith, Valeritas

Scout Marketing

3391 Peachtree Road NE, Suite 105, Atlanta, GA, 30326

URL: www.findscout.com

Founded: 1999

Full-time employees: 135 (2017), 135 (2016)

Office Locations: Atlanta; Chicago; San Diego; New York

Senior Management: Jennifer Brekke, Principal; Raffi Siyahian, Principal; Allen Stegall, Principal; Trigg Brekke, SVP, Director of Client Services; Michelle Tucker, VP, Managing Creative Director, Co-manager Chicago; Eric Cale, VP, Management Supervisor, Co-manager Chicago

Recent Executive Hours: Ari Wexler, VP, Healthcare Digital Strategy, Northeast Manager; Diane Myer, VP, Digital Operations and Technology

Capabilities/services offered: Professional (marketplace/sales), Consumer (Rx), OTC/wellness, Relationship marketing/direct, Media planning + buying (consumer or professional), Med ed (on-label, non-CME type), Digital (it's a separate practice within your agency or expertise is diffused throughout), Payer/managed markets/access, Working with health tech startups or innovative tech, Public health/nonprofit/NGO, Data science

2017 North American Revenue: \$23,000,000

2017 U.S. billings breakdown

2017 sales materials:	15
2017 professional digital/web/mobile:	20
2017 professional print ads:	5
2017 consumer digital/web/mobile:	30
2017 consumer print ads:	5
2017 consumer broadcast:	10
2017 direct marketing:	10
2017 data science:	5

AOR clients: 10 (2017); 8 (2016)

Project-based clients: 1 (2017); 1 (2016)

Current healthcare/pharma accounts: Jazz Pharmaceuticals; Lundbeck; Grifols; Otonomy; PTC Therapeutics; Hologic; ElectroCore Medical; Edwards Lifesciences; Kindred Biosciences

Number of accounts gained in 2017: 3

Sensis Agency

818 S. Broadway, Suite 1100, Los Angeles, CA, 90014

URL: www.sensisagency.com

Founded: 1998

Full-time employees: 70 (2017), 70 (2016)

Office Locations: Los Angeles (HQ); Washington, DC; Austin; Atlanta

Senior Management: Jose Villa, President; Gloria Johnson, VP Managing Director, LA; Beatriz Mallory, SVP; Managing Director, LA; Abdi Zadeh, Managing Director, Digital Experiences, LA; Karla Fernandez, Managing Director, TX; Robyn Loubé, Managing Director, ATL; Sharon Carothers, Managing Director, DC

2017 North American Revenue: \$22,700,000

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/nonprofit/NGO

AOR clients: 10 (2017); 10 (2016)

Project-based clients: 38 (2017); 33 (2016)

Current healthcare/pharma accounts: AltaMed Health Services, Baxter, CalOptima, Centers for Disease Control (CDC), Centers for Medicare and Medicaid Services (CMS), Cochlear Americas, Cystic Fibrosis Foundation, US Food and Drug Administration (FDA), Health and Human Services (HHS), MLK Community Hospital, Morehouse School of Medicine National Center for Primary Care (NCPC), National Institutes for Health (NIH)

Number of accounts gained in 2017: 5

Sentrix Health Communications

230 Park Ave. S.; Fl. 10, New York, NY, 10003

URL: sentrixhealth.com/

Founded: 2001

Parent Company: Sudler & Hennessey

Full-time employees: 55 (2017), 45 (2016)

Office Locations: New York

Senior Management: June Carnegie, President; Chris Watson, Chief Creative Partner; Cara Morgan, Chief Client Partner; David Traini, SVP, Creative Director; David Hymson, EVP, Director of Strategic Services

Capabilities/services offered: Professional (marketplace/sales); OTC/wellness; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout)

2017 North American Revenue: \$17,000,000

AOR clients: 8 (2017); 4 (2016)

Project-based clients: 1 (2017)

Number of accounts gained in 2017: 3

Silverlight Digital

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

URL: www.silverlightdigital.com/

Founded: 2014

Full-time employees: 25 (2017), 23 (2016)

Office Locations: New York, NY

Senior Management: Lori Goldberg, CEO; Michael Ackerman, VP, Business Development; Mike Crabbe, Controller; Stephen Wraspir, Media Director; David Sapinski, Account Director; Meredith Hughes, Search Director

Recent Executive Hires: Stephen Wraspir, Media Director, formerly UM Worldwide; Meredith Hughes, Search Director, formerly with Analytics Pros

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$4,700,000

2017 U.S. billings breakdown

2017 professional digital/web/mobile:	\$3,180,000
2017 professional print ads:	\$300,000
2017 consumer digital/web/mobile:	\$470,000
2017 consumer print ads:	\$120,000
2017 other:	\$630,00

AOR clients: 7 (2017); 5 (2016)

Project-based clients: 32 (2017); 31 (2016)

Current healthcare/pharma accounts: Jazz Pharmaceuticals, Vxeos, Defitelio; Alnylam, Patisiran; Radius, Tymlos; Mylan, Dymista; U.S. WorldMeds, Lofexidine; Mist Pharmaceuticals, Stendra

Number of accounts gained in 2017: 9

Details of accounts gained in 2017: Mist Pharmaceutical, Stendra; Lofexidine, US WorldMeds; Mylan, Perforomist; Bayer, Amikacin

Number of accounts lost in 2017: 4

Details of accounts lost in 2017: Aptevio, Ixinity; Medtronic, NuVent; Mylan, Aerospa; Flexion, Zilretta

Sound Healthcare Communications

120 Albany St, Tower 1, Suite 503, New Brunswick, NJ, 08901

URL: www.sound-hc.com

Founded: 2014

Full-time employees: 45 (2017), 30 (2016)

Office Locations: New Brunswick, NJ

Senior Management: Ryan Perkins, Managing Partner, Director of Client Services; Nick Rhodin, Managing Partner, Director of Strategic Planning; Jeff Hack, Managing Partner, Creative Director; Trevor Fusaro, SVP, Strategic Planning Director; Jonathan Pecarksy, SVP, Group Account Supervisor

Recent Executive Hires: Trevor Fusaro, SVP, Strategic Planning Director, formerly of FCB Cure; Jonathan Pecarksy, SVP, Group Account Supervisor, formerly of FCB Cure

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO

2017 North American Revenue: \$7,000,000

2017 U.S. billings breakdown

2017 sales materials:	30
2017 professional digital/web/mobile:	25
2017 professional print ads:	5
2017 consumer digital/web/mobile:	10
2017 consumer print ads:	5
2017 direct marketing:	10
2017 other:	15

AOR clients: 9 (2017); 7 (2016)

Project-based clients: 5 (2017); 3 (2016)

Current healthcare/pharma accounts: Pfizer, Somavert, Elelyso, Genotropin, Benefix, Xyntha; AbbVie, Mavyret; Recro Pharma, IV Meloxicam; Pharming, Ruconest; Salix, Relistor; Scilex, Corporate; Midatech, Gelclair, Zuplenz, Oravig; Aegis, KardiAssure; Incyte, Investigational product; Tris Pharma, Dyanavel XR

Number of accounts gained in 2017: 5

Details of accounts gained in 2017: Pfizer, Somavert, Elelyso, Geno-

tropin, Benefix, Xyntha; Recro Pharma, IV Meloxicam; Aegis, KardiAssure; Incyte, Investigational product; Tris Pharma, Dyanavel XR

Number of accounts lost in 2017: 1

Details of accounts lost in 2017: Avexis, AVXS-101

Number of accounts resigned in 2017: 1

Spectrum

2001 Pennsylvania Ave NW, Second Floor, Washington, DC, 20006

URL: spectrumscience.com

Founded: 1996

Full-time employees: 98 (2017), 75 (2016)

Office Locations: Washington, DC; New York; Atlanta; Chicago

Senior Management: Jonathan Wilson, President & CEO; Michelle Gross, Managing Director; Mary Conway, Executive Vice President, Media Strategy; Tim Goddard, Executive Vice President, GLOBAL-HealthPR; Pamela Lippincott, Executive Vice President, Talent; Rob Oquendo, Executive Vice President, Digital & Creative; Amanda Sellers, Executive Vice President, Consumer Science; Michelle Strier, Executive Vice President, Biotech; Leslie Wheeler, Executive Vice President, New Business and Marketing; David Zitlow, Executive Vice President, Health Technology; John J. Seng, Founder & Chairman

Recent Executive Hires: Kelly Cacioppo, Executive Vice President, Biopharma (fmr. MMC); Taryn Berman, Senior Vice President (fmr. GCI Health); Lisa Josephy, Senior Vice President, Biotech (fmr. MMC); Vanita Gupta, Medical Director (fmr. inVentiv); Justin Rubin, Executive Creative Director (fmr. Juice Pharma); Janet Graesser, Executive Vice President, Biotech (fmr. Cordis); Dawn Maniglia, Senior Vice President, Media (fmr. VegaRun PR)

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$24,000,000

AOR clients: 29 (2017); 22 (2016)

Project-based clients: 30 (2017); 20 (2016)

Current healthcare/pharma accounts: Medtronic; Tesaro; Astellas; Vertex Pharmaceuticals; Arbor Pharmaceuticals; Relay Therapeutics; Foghorn Therapeutics; Dermira; IFM Therapeutics; Taris Biomedical

Number of accounts gained in 2017: 31

Details of accounts gained in 2017: Vertex; Arbor; Relay; Foghorn; RRD International; PCT; MacuLogix; Taris

Splice Agency

5515 Doyle Street, Suite 4, Emeryville, CA, 94608

URL: spliceagency.com

Founded: 2016

Full-time employees: 14 (2017), 6 (2016)

Office Locations: Emeryville, CA

Senior Management: Paul Hagopian, Cofounder, Director of client partnerships; Joshua McCasland, Cofounder, Content director; Kevin Stokes, Cofounder, Creative director; Jonathan Peischl, Cofounder, Director of strategy and innovation; Mandy Fisher, Director of agency services; KC Maher, Director of finance and people

Recent Executive Hires: Spencer Mains, Director of technology (formerly Gap) Allison Myers, Account director (formerly Terradata)

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$2,700,000

2017 U.S. billings breakdown

2017 sales materials:	35
2017 professional digital/web/mobile:	45
2017 professional print ads:	5
2017 consumer digital/web/mobile:	10
2017 promotional medical education:	5

AOR clients: 2 (2017); 1 (2016)

Project-based clients: 6 (2017); 6 (2016)

Current healthcare/pharma accounts: Arena Pharmaceuticals (pulmonary research medical communications); Puma Biotechnology (Nerlynx); Rigel Pharmaceuticals (ITP brand launch); Stryker (neurovascular division); Sunovion Pharmaceuticals (Neohaler respiratory brands)

Number of accounts gained in 2017: 4

Details of accounts gained in 2017: Arena Pharmaceuticals (pulmonary research medical communications); Rigel Pharmaceuticals (ITP brand launch); Stryker (neurovascular division); Sunovion Pharmaceuticals (Neohaler respiratory brands)

Number of accounts lost in 2017: 1

Details of accounts lost in 2017: Counsyl (genetic screening portfolio)

Squint Metrics

640 W. 28th St, 9th Floor, New York, NY, 10001

URL: www.squintmetrics.com

Founded: 2016

Full-time employees: 80 (2017), 75 (2016)

Office Locations: New York

Senior Management: Peter Korian, CEO, Marc Porter, Managing Director, John Leone, SVP Strategy & Analytics; Brian Kerrigan, VP Director of Product

Capabilities/services offered: Professional (marketplace/sales), Consumer (Rx), OTC/wellness, Relationship marketing/direct, Media planning + buying (consumer or professional), Digital (it's a separate practice within your agency or expertise is diffused throughout), Payer/managed markets/access, Working with health tech startups or innovative tech, Public health/nonprofit/NGO, Data science

2017 U.S. billings breakdown

2017 professional digital/web/mobile:	30
2017 consumer digital/web/mobile:	20
2017 data science:	50

AOR clients: 7 (2017); 4 (2016)

Project-based clients: 4 (2017); 3 (2016)

Current healthcare/pharma accounts: Biogen MS (multiple products); Cerevast (Neuros); InterPRO Biosciences (MS, OAB, orphan diseases); Janssen (GI, oncology); Pacira Exparel; Project ALS; Astra Zeneca (ZS-9)

Number of accounts gained in 2017: 4

Details of accounts gained in 2017: InterPRO (OAB, orphan diseases)

StoneArch

710 South 2nd Street, 7th Floor, Minneapolis, MN, 55104

URL: www.stonearchcreative.com

Founded: 1984

Full-time employees: 40 (2017), 36 (2016)

Office Locations: Minneapolis

Senior Management: Marcia Miller, President; Jerrold Gershon, CEO; Amy Wexler, Chief Operations Officer

Recent Executive Hires: Marcia Miller, President, formerly Senior Vice President of Corporate Marketing and Brand at Optum, a technology-based health services company owned by UnitedHealth Group; Amy Wexler, Chief Operations Officer, formerly Director of Studio Services at Creatis, a creative marketing and placement company

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO

2017 North American Revenue: \$10,100,000

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2017 U.S. billings breakdown

2017 sales materials:	15
2017 professional digital/web/mobile:	27
2017 professional print ads:	8
2017 consumer digital/web/mobile:	28
2017 consumer print ads:	7
2017 other:	15

AOR clients: 5 (2017); 12 (2016)

Project-based clients: 31 (2017); 10 (2016)

Current healthcare/pharma accounts: 3M Health Care, Infection Prevention Division, Industrial and Safety Division; Abbott, MultiPoint Pacing; ACIST Medical Systems, HDi, RXi, CVi, Navvus, Kodama; Baxter Healthcare Corporation, Kaguya, TeamPD; Best Buy, Assured Living; Bind, Bind On-Demand Health Insurance; Biocompatibles, Inc., Varithena, Ekos; Celcuity, CELx; CryoLife; Elekta, Mosaik, MR-linac; Hill-Rom, Compella, Envella, Progressa, MetaNeb, VitalCough, Construction Solutions, Clinical Workflow Solutions; ImpediMed, Sozo; International Dairy Queen; Jazz Pharmaceuticals; MD Biosciences, Salspera, Saltikva; Mechanical Contractors Association of America; Medela Healthcare, Invia Liberty, Invia Motion, Dominant Flex; Medela, Sonata; Medtronic, Evolut, Micra, BlueSync, Azure, Percepta CRT-P, Avalus, VenaSeal, HeartWare LVAD, Bio-Medicus; Merz Aesthetics, Ultherapy, Cellfina, Describe; Optos North America; Oticon, Opn; Philips (Spectranetics), Stellarex; Phillips-Medisize; Posey Medical, Posey; Prime Therapeutics; Raymond James and Associates; ReShape Lifesciences (formerly EnteroMedics), vBloc System; Sterilmed; Stratysys; Teleflex, Interventional Division; Torax Medical, Fenix; Upsher-Smith Laboratories, Qudexy XR; Urotron-ic, Optilume; Veracyte, Afima, Percepta, Envisia; Veran Medical, SPiN System; VigiLanz, Enterprise Intelligence Resources

Number of accounts gained in 2017: 14

Details of accounts gained in 2017: 3M, Industrial and Safety Division; Bind, Bind On-Demand Health Insurance; Biocompatibles, Varithena, Ekos; CryoLife; Elekta, Mosaik, MR-linac; ImpediMed, Sozo; MD Biosciences, Salspera, Saltikva; Merz Aesthetics, Ultherapy, Cellfina, Describe; Posey Medical, Posey; Raymond James & Associates; ReShape Lifesciences (formerly EnteroMedics), vBloc System; Sterilmed; Teleflex, International Division; Torax Medical, Fenix

Number of accounts resigned in 2017: 3

type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$13,000,000

2017 U.S. billings breakdown

2017 sales materials:	10
2017 professional print ads:	10
2017 consumer print ads:	20
2017 consumer broadcast:	60

AOR clients: 2 (2017); 2 (2016)

Project-based clients: 5 (2017); 4 (2016)

Current healthcare/pharma accounts: Gilead, Harvoni, Epclusa, Vosevi, Disease Awareness; Acadia, Nuplazid, PDP Disease Awareness; Amniox, Neox, Clarix, Clarix Flo, Respina, Artelon New Products, Alcon IOLs, Michael J. Fox Foundation

Number of accounts gained in 2017: 1

Details of accounts gained in 2017: Acadia, Nuplazid, PDP Disease Awareness; Artelon; Amniox, Clarix Flo

Sudler & Hennessey

230 Park Ave South, 8th Floor, NY, NY, 10003

URL: www.sudler.com

Founded: 1941

Parent Company: WPP Health & Wellness

Office Locations: New York; New Jersey; California

Senior Management: Louisa Holland, CEO Sudler Science & Learning; June Carnegie, President, Sudler Promotion; George Liggett, CFO, U.S.

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

Strikeforce Communications

1 Little West 12th Street, 2nd Floor, New York, NY, 10014

URL: strikeforcenyc.com

Founded: 2008

Full-time employees: 30 (2017), 30 (2016)

Office Locations: New York

Senior Management: Mike Rutstein, Founder and CEO; Patricia Prugno, Founding Partner, Managing Director

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME

Symbiotix

1020 Monarch Street, Lexington, KY, 40513

URL: www.symbiotix.com

Founded: 1998

Parent Company: Havas Health & You

Office Locations: Lexington, KY; Hamilton, NJ; New York, NY

Senior Management: Timothy Rice, CEO, cofounder; Sally Jagelman, President; John Ponsoll, Executive Vice President; Melissa Howard, VP, Clinical Services; Lawrence Schau, VP, Brand and Creative Strategy

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); Med ed (on-label, non-CME type)

AOR clients: 5 (2017); 2 (2016)

Project-based clients: 21 (2017); 14 (2016)

Number of accounts gained in 2017: 10

Number of accounts lost in 2017: 4

Number of accounts resigned in 2017: 1



Synapse

750 Third Avenue, Suite 10002, New York, NY, 10017

URL: www.synapseny.com/

Founded: 2004

Full-time employees: 140 (2017), 126 (2016)

Office Locations: New York; Washington DC

Senior Management: Stephanie Jenkins, Executive Vice President, Account Services; Kerry Murphy, Executive Vice President, Account Services; Matt Murphy, Executive Vice President, Account Services

Recent Executive Hires: Matt Murphy was promoted from SVP to EVP

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$31,000,000

2017 U.S. billings breakdown

2017 sales materials:	12
2017 professional digital/web/mobile:	25
2017 professional print ads:	5
2017 consumer digital/web/mobile:	1
2017 consumer print ads:	1
2017 promotional medical education:	25
2017 direct marketing:	11
2017 data science:	20

AOR clients: 17 (2017); 14 (2016)

Number of accounts gained in 2017: 3



Description: This campaign takes advantage of the metaphor of thin ice to convey the threat. A seemingly stable patient with a history of MI (as per the headline and his sedentary body type) is walking on ice unaware of the imminent danger. Unbe-

knownst to him and his physician, inflammation in his vessel walls is contributing to plaque development and the risk of rupture, and a consequential subsequent cardiovascular event. "Inflammation" is a significant, yet under recognized risk factor. Thus, it is prominent in the image, yet under the ice. The headline "There's more to consider than LDL-C" refers to the misconception that lowering LDL-C is enough to reduce a patient's cardiovascular risk.

Why is your ad special? We leveraged the transtheoretical model of adult learning to change physicians' perception of cardiovascular risk. Multiple channels of engagement increased campaign visibility, including a website to maximize outreach and booth presence at 3 cardiovascular conferences to make a personal impact. A postconference survey found that significantly more physicians believe reducing inflammation is extremely or very important for reducing cardiovascular risk.

Syneos Health Communications

450 West 15th St., 7th Floor, New York, NY, 10011

URL: syneoshealthcommunications.com

Founded: 1995

Parent Company: Syneos Health

Full-time employees: 258 (2017); 277 (2016)

Office Locations: New York; Los Angeles

Senior Management: Jeanine O'Kane, President, U.S. PR; Nicola Walsby, Managing Director, U.K. PR; Christie Anbar, Managing Director, Chamberlain Healthcare PR, U.S.; Andrea Dagger, Managing Director, Chandler Chicco Agency, NY; Shauna Keough, Managing Director, Biosector 2 U.S.; Lisa Waters, Managing Director, Chandler Chicco Agency, LA

Recent Executive Hires: Lisa Vanella, SVP Director of Media, Chamberlain Healthcare PR; Christopher Hippolyte, Corporate Communications; Ashley Buford, Biosector 2; Mindy Lizmi, Chandler Chicco Agency NY; Emily Collins, Corporate Communications; Ellen Murphy, Corporate Communications; Lucia Kramer, Biosector 2; Matthew Snodgrass, Digital & Social Strategy; Scott Wander, Digital & Social Strategy; Richard Halberg, Corporate Communications; Robert Caruano, Chandler Chicco Agency NY

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your 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 2017: 48

Targetbase

7850 North Belt Line Road, Irving, TX, 75063-6098

URL: www.targetbase.com

Founded: 1979

Parent Company: Omnicom Group

Full-time employees: 250 (2017), 250 (2016)

Office locations: Dallas, TX; Greensboro, NC

Senior Management: Mark Wright, CEO; Vignesh Clingam, CMO; Genine Balliet, Chief People Officer; Kimberley Walsh, CCO; Beth Kuykendall, Chief Strategy Officer; Stacey Crumbley, Chief Client Officer; Kevin Bishop, CTO; Erik Lindholm, Chief Financial Officer; Dimitris Tsioutsias, Chief Analytics Officer; Jimmy Rhodes, SVP, Business Intelligence; Robin Rettew, Managing Director; Chris Sealy, SVP, Client Services

Recent Executive Hires: Vignesh Clingam, CMO, Rapp

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your 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: 4 (2017); 4 (2016)

Project-based clients: 5 (2017); 5 (2016)

Current healthcare/pharma accounts: Abbott Nutrition, Adult Nutrition; Boehringer Ingelheim, Parasitocides, Oral Dental Health, Osteoarthritis, Vaccines; Astellas, Urology, Immunology; GSK, Asthma, COPD, Lupus, Vaccines, Rare Diseases; Nestle; UCB, Immunology (RA, CD, PsA, AS) and Immunology Ecosystem; VCA, Pet Health

Number of accounts gained in 2017: 2

Details of accounts gained in 2017: GSK, Vaccines, Rare diseases; UCB, Immunology Ecosystem

TBWA\WorldHealth

220 E. 42nd St., 14th Floor, New York, NY, 10017

URL: www.tbwaworldhealth.com

Founded: 2016

Parent Company: Omnicom Group

Office Locations: Chicago; New York; Jersey City; Irvine, CA; San Francisco; Boston; Mexico City; London; Paris; Hamburg; Istanbul

Senior Management: Sharon Callahan, CEO; Robin Shapiro, Global President; Brian Carr, CFO; Paul Pfeleiderer, Chief Strategy Officer; Meaghan Onofrey, Managing Partner; Kristen Gengaro, Managing Partner; Jonathan Isaacs, Chief Creative Officer

Recent Executive Hires: Jonathan Isaacs, Chief Creative Officer; Brian Carr, Chief Financial Officer; Christine Marks, VP, Director, Client Operations; Adrienne Gawlowski, VP, Group Account Director; Kate Knouse, SVP, Group Account Director; Betsy Csatorday, Head of Planning; Maureen Alves, Strategy and Planning Director

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your 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: 24 (2017); 18 (2016)

Project-based clients: 5 (2017)

Current healthcare/pharma accounts: Abbott Vascular; Advanced Accelerator Applications; Amgen; Bayer HealthCare; Biosense Webster; Braeburn; GE Health; Gilead; Illumina; Intra-Cellular Therapies; Johnson & Johnson; Medicines 360; Merck; Obalon; Pfizer; Sanofi Pasteur; Santen; Seqirus; Shire; Smith & Nephew; Takeda; TedMed; Teva; The Arthritis Foundation; The Global Alzheimer's Platform Foundation; The Healthcare Businesswomen's Association; The Mental Health Association of NYC; VaxServe; Xeris

Number of accounts gained in 2017: 11

Details of accounts gained in 2017: Abbott Vascular; Braeburn; GE Health; Intra-Cellular Therapies; Obalon; Santen; Seqirus; Shire; Smith & Nephew; Teva; Xeris

Triple Threat Communications

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

URL: www.ttchealth.com

Founded: 2004

Full-time employees: 37 (2017), 34 (2016)

Office Locations: Paramus, NJ

Senior Management: Tim Frank, Owner/Managing Partner; Bob Hogan, EVP Director of Consumer Services; Meher Khambata, Director of Production & Operations; John Lopos, EVP 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); OTC/wellness; Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/nonprofit/NGO

2017 North American Revenue: \$12,800,000

2017 U.S. billings breakdown

2017 professional digital/web/mobile:	\$4,000,000
2017 sales materials:	\$6,300,000
2017 professional print ads:	\$1,000,000
2017 consumer digital/web/mobile:	\$1,000,000
2017 promotional medical education:	\$500,000

AOR clients: 4 (2017); 4 (2016)

Project-based clients: 6 (2017); 4 (2016)

Current healthcare/pharma accounts: Therapeutic categories: Respiratory, Cardiovascular, Oncology Infectious Disease, Pain Management

Number of accounts gained in 2017: 1

Vivo Agency

5 Walnut Grove Drive, Suite 200, Horsham, PA 19044

URL: vivoagency.com

Founded: 2006

Full-time employees: 24 (2017), 20 (2016)

Office locations: Horsham, PA; San Diego; San Francisco

Senior Management: Tom Dydyk President; Kristen Keller Executive VP; Mike Nuckols Creative Director Teresa Sanchez Director of Strategic Planning; Jeff St. Onge Group Account Director; Steve Clark Group Account Director

Recent Executive Hires: Kristin Keller joined in January of 2017 as Executive Vice President, responsible for leading agency operations and functions; she joined from Discovery USA/Publicis, where she was most recently the EVP of Strategy; Steve Clark joined Vivo in the fall of 2017 as part of our account leadership team; he joined from Discovery USA/Publicis where he led one of their main accounts.

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech

2017 U.S. billings breakdown

2017 sales materials:	40
2017 professional digital/web/mobile:	20
2017 data science:	15
2017 other:	25

AOR clients: 13 (2017); 8 (2016)

Project-based clients: 7 (2017); 6 (2016)

Current healthcare/pharma accounts: Roche Diagnostics; Philips Healthcare; Boston Scientific; Gore Medical; CooperVision; Hycor; eNeura

Number of accounts gained in 2017: 7

Details of accounts gained in 2017: Roche Diagnostics; Philips Healthcare; Boston Scientific; Gore Medical; CooperVision; Hycor; eNeura

Number of accounts lost in 2017: 2

W2O

50 Francisco St., San Francisco, CA, 94133

URL: www.w2ogroup.com

Founded: 2001

Full-time employees: 651 (2017), 472 (2016)

Office locations: Austin; Boston; Chicago; Florham Park; Los Angeles; Minneapolis; New Hope; New York; Philadelphia; San Francisco (HQ); Wilmington, DE

Senior Management: Jim Weiss, CEO/Chairman; Bob Pearson, Vice Chairman & Chief Innovation Officer; Jennifer Gottlieb, President, W2O; Richard Neave, Chief Financial Officer; Gary Grates, Principal; Aaron Strout, Chief Marketing Officer; Paulo Simas, Chief Creative Officer; Seth Duncan, Chief Analytics Officer; Adam Cossman, Chief Digital

Officer, President, W2O sentient; Andrea Johnston, President, W2O pure; Mary Corcoran, President, W2O twist; Kevin Johnson, President, W2O marketeching; Angela Gillespie, President, W2O wcg Annalise Coady, President, EMEA; Emily Poe, Global Practice Leader, Healthcare Communications; Anita Bose, Head of Client and Business Development; Mike Huckman, Global Practice Leader, Executive Communications

Recent Executive Hires: Mary Corcoran, President of W2O twist, formerly at Edelman; Rita Glaze, Practice Leader, Value and Access, formerly at Edelman; Michael Spitz, Practice Leader, Strategy, formerly of Klick Health; Dominic Viola, Managing Director, Client Service, formerly of FCBCure; Chuck Hemann, Managing Director, Analytics, formerly at Intel; Ujwal Pyati, Practice Leader, Scientific Strategy, formerly at McCann Healthcare; Marie DiFrancesco, Managing Director, Corporate/Strategy, formerly at Cohn & Wolfe; Ariel Gonzalez, Practice Leader, Policy & Government, formerly at The Podesta Group; Romy Horn, General Counsel

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (separate practice within agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 North American Revenue: \$133,000,000

Wunderman Health

3 Columbus Circle, Floors 9 and 10, New York, NY, 10019

URL: https://www.wundermanhealth.com

Founded: 2010

Parent Company: WPP

Senior Management: Becky Chidester, CEO; Matt Connor, ECD; Jeff Ross, President, Life Sciences; Mike Burns, President, Health Services; William Martino, Managing Director, Consumer Health; Jen Hickman, Strategy Lead; Mike Duke, Data & Analytics Lead; Mo Zouina, Global Development Lead; Heidi Kremer, Global Marketing

Recent Executive Hires: Kathryn Arbour, Global Client Consulting Partner (Previously: Capgemini Consulting) Tuesday Poliak, Chief Creative Officer (Previously: mcgarrybowen)

Capabilities/services offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 U.S. billings breakdown

2017 professional digital/web/mobile:	20
2017 consumer digital/web/mobile:	60
2017 direct marketing:	5
2017 data science:	15

AOR clients: 25 (2017); 21 (2016)

Project-based clients: 9 (2017); 9 (2016)

Number of accounts gained in 2017: 8

Number of accounts lost in 2017: 4