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


2017 North American Revenue: $9,000,000
2017 U.S. billings breakdown:

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional digital/web/mobile</td>
<td>30</td>
</tr>
<tr>
<td>Professional print ads</td>
<td>20</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>20</td>
</tr>
<tr>
<td>Consumer print ads</td>
<td>2</td>
</tr>
<tr>
<td>Consumer broadcast</td>
<td>2</td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>2</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>2</td>
</tr>
<tr>
<td>Data science</td>
<td>2</td>
</tr>
</tbody>
</table>

AOR clients: 10 (2017); 5 (2016)
Project-based clients: 10 (2017); 10 (2016)

Current healthcare/pharma accounts:
- Acelity
- Alcon
- Surgical Retina
- Glaucoma
- Arjo
- Avion Pharma
- Balcoltra
- Cumberland Pharma
- Curium Pharma
- Octroescan
- Editas Medicine
- Eksio Bionics
- Express Scripts
- Intercept Pharma
- Ocaliva
- Johnson & Johnson
- Medline
- MilliporeSigma
- Novartis
- Ilievro
- Durezol
- Thermo Fischer Scientific
- Vision Group Holdings

Number of accounts gained in 2017: 9
Details of Accounts Gained:
- Acelity
- Avion Pharma
- Balcoltra
- Curium Pharma
- Octroescan
- 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 is 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
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


2017 North American Revenue: $71,600,000
2017 U.S. billings breakdown:

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales materials</td>
<td>45</td>
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<tr>
<td>Professional digital/web/mobile</td>
<td>15</td>
</tr>
<tr>
<td>Professional print ads</td>
<td>8</td>
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<tr>
<td>Consumer digital/web/mobile</td>
<td>15</td>
</tr>
<tr>
<td>Consumer print ads</td>
<td>6</td>
</tr>
<tr>
<td>Consumer broadcast</td>
<td>8</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>1</td>
</tr>
<tr>
<td>Data science</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
</tr>
</tbody>
</table>

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

Current healthcare/pharma accounts:
- Abbott Diabetes
- Freestyle Libre
- Alexion
- Strensyx, Kanuma
- Allergan
- Botox Therapeutic (Migraine)
- Amag
- Makena
- Amgen
- Enbrel
- Astellas
- Mycamine
- Ambisome
- Cresemba
- AstraZeneca
- Imfinzi, new product: bluebird bio
- Lenti-D
- LentiG
- Chiesi
- Bethkis
- Cardene IV
- Curosurf
- Pertzye
- Zyflo CR
- Cleviprox
- Kengreal
- Retavase
- City of Hope
- HCP Referral
- CooperSurgical
- EndoCure
- CSL Behring
- Astysta
- CSL 112
- Haegarda
- Hizentra
- Humate-P
- Idevion
- Infugo
- KCentra
- Privigen
- Relchayne
- Berinert
- Fresenius Kabi
- Kabiven
- Diprivan
- Naropin
- Simplist Gilead
- Letaris
- Greenwich Bio
- Sciences
- Epidiolex
- Grifulis
- Apulmiq
- Halyard Health
- Coolief
- Mallinckrodt
- Acthar HP Gel
- Mayne
- Doryz
- Fabior
- Sorilux
- Zubilta
- Orexigen
- Contrave
- Sunovion
- Aptiom
- Latuda
- Takeda Pharmaceuticals
- Dexitlan
- Amizina
- 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
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
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; 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: $6,000,000
2017 promotional medical education: $16,015,000
2017 data science: $1,650,000
2017 other: $18,050,000

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
Number of accounts resigned in 2017: 1

ApotheCom
800 Township Line Road, Suite 300, Yardley, PA, 19067
URL: www.apothecom.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 inVestiv 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 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 Peesles, EVP, Group Management Director; Jeremy Vaillmont, 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...
**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 Kaspersetz, 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**

<table>
<thead>
<tr>
<th>Category</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 sales materials</td>
<td>8</td>
</tr>
<tr>
<td>2017 professional digital/web/mobile</td>
<td>38</td>
</tr>
<tr>
<td>2017 professional print ads</td>
<td>7</td>
</tr>
<tr>
<td>2017 consumer digital/web/mobile</td>
<td>25</td>
</tr>
<tr>
<td>2017 consumer print ads</td>
<td>4</td>
</tr>
<tr>
<td>2017 consumer broadcast</td>
<td>3</td>
</tr>
<tr>
<td>2017 data science</td>
<td>5</td>
</tr>
</tbody>
</table>

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

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

**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; Daichi-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; ViV, one new product AOR assignment

**Current healthcare/pharma accounts:** Celgene, Corporate, Medical Information, IT, Advocacy, Patient Support, Otezla HCP (US & Global), IDHIFA HCP & Patient, Ozanimod US HCP, REIMS, Revlimid, Austria Rise and PSAundO; Matrixx Initiative, Corporate, Zicam; Moberg Pharma, Dermoplast, Balmex; Daichi 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


**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
**Agency A-Z**

**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; AcelRx; Accorda; Actelion; Aerie; Akcea; Alexion; Alkermes; Amgen; Astrellas; AstraZeneca; Audetens; Aveo; AveXis; Bayer; Beijing Biocart; Biogen; BioMarin; BioTime; Bristol-Myers Squibb; Celgene; Circassia; Creata; CSL Behring; Cytotherapeutics; Daiichi Sankyo; EMD Serono; Enzyvant; Epizyme; Forest Pharmaceuticals; Galera Therapeutics; Genentech; Genomic Health; Gilead Sciences; GlaxoSmithKline; Greenwich BioSciences; Grifols; Hologic; Incyte Corporation; Insmed; 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; 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 BioCart; CSL Behring; Cytotherapeutics; EMD Serono; Enzyvant; Epizyme; Greenwich BioSciences; Grifols; Hologic; Incyte Corporation; Insmed; 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; Teva; United Technologies; Valeant Pharmaceuticals; Voyager

**Number of accounts lost in 2017:** 1

**Details of accounts lost in 2017:** Aegerion

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**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 Cimorosi, Creative Director; Randy Malone, Associate Creative Director

**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; Media planning + buying (consumer or professional); Digital; 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, SevenFacts; eBio 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

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**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

**2017 North American Revenue:** $10,000,000
2017 U.S. billings breakdown

<table>
<thead>
<tr>
<th>2017 sales materials</th>
<th>$500,000</th>
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<tbody>
<tr>
<td>2017 consumer digital/web/mobile</td>
<td>$1,500,000</td>
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<tr>
<td>2017 consumer print ads</td>
<td>$2,000,000</td>
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<tr>
<td>2017 consumer broadcast</td>
<td>$200,000</td>
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<tr>
<td>2017 promotional medical education</td>
<td>$1,500,000</td>
</tr>
<tr>
<td>2017 direct marketing</td>
<td>$500,000</td>
</tr>
<tr>
<td>2017 other</td>
<td>$3,800,000</td>
</tr>
</tbody>
</table>

**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; Insmed; Ironshore Pharma; Macrogenics; Mallinckrodt; Neo Therapeutics, Adzenys XR-OdT; Adzenys ER, Cotempla XR-OdT; Noven, Minivelle, Bridelle, CombiPatch; Otsuka, Ability, Abilify Maintena, Samsca; Pfizer, Trumenba, Eleyx, Prevnar, RMG; Radius, Tymics; Sebela Pharma; Shire, Mydayis, Vyvanse, OBU; Sun Pharma, LTB, Yansa, 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; Neo 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

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 the three easy steps for HCP practices.

**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, 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

<table>
<thead>
<tr>
<th>2017 sales materials</th>
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<tr>
<td>2017 professional digital/web/mobile</td>
<td>35</td>
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<tr>
<td>2017 professional print ads</td>
<td>10</td>
</tr>
<tr>
<td>2017 consumer digital/web/mobile</td>
<td>5</td>
</tr>
</tbody>
</table>

**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

**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 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; Britt Till, EVP, Executive Creative Director Recent Executive Hires: John Canevari, SVP, Brand Experience; Jessica Erhardt, 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
Butler/Till Health Group

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

URL: Butlertill.com

Founded: 1998


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- eet, Clarisert, Storz, ULTRA, Soothe XP, FrezerVision, Lumify, Specialty Vision Products, Biotrue ONEday, Peroxiclear; Celgene, Otezla, Ozanimod; Cynonse, SculpSure; Ferring, Cervidil, Euflexxa, Zomacont, Clenpiq, Bloombox, My Fertility Navigator; Hologic, MyoSure, Novasure, Affirm Prone, Brevera, Yes Means Test, Diagnostics, Genius, 3Dimensions, Aptima; Ironwood, Zuramic, Duzallo; Pharming, Ruconest; Rigel, Tavalisse; Recro, Meloxicam; Salix, Cycloset, Xifaxan, Reistor; 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, Zomacont CynoSure, SculpSure, L’Oreal; Bausch + Lomb, Zuramic; Welch Allyn; RetinaVue Network; Celgene, Ozanimod; Rigel, Tavalisse; Recro, Meloxicam; Salix, Xifaxan (DTC); Bausch + Lomb, PrezerVision, 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

<table>
<thead>
<tr>
<th>Service</th>
<th>Count</th>
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<tbody>
<tr>
<td>2017 sales materials</td>
<td>10</td>
</tr>
<tr>
<td>2017 professional digital/web/mobile</td>
<td>38</td>
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<tr>
<td>2017 professional print ads</td>
<td>5</td>
</tr>
<tr>
<td>2017 consumer digital/web/mobile</td>
<td>38</td>
</tr>
<tr>
<td>2017 consumer print ads</td>
<td>3</td>
</tr>
<tr>
<td>2017 promotional medical education</td>
<td>2</td>
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<tr>
<td>2017 direct marketing</td>
<td>2</td>
</tr>
<tr>
<td>2017 data science</td>
<td>2</td>
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</tbody>
</table>

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: Cempra 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

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<td>2017 sales materials</td>
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<tr>
<td>2017 professional digital/web/mobile</td>
<td>20</td>
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<td>2017 professional print ads</td>
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<tr>
<td>2017 consumer digital/web/mobile</td>
<td>20</td>
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<tr>
<td>2017 consumer print ads</td>
<td>5</td>
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<tr>
<td>2017 consumer broadcast</td>
<td>5</td>
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<tr>
<td>2017 promotional medical education</td>
<td>5</td>
</tr>
<tr>
<td>2017 direct marketing</td>
<td>10</td>
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<tr>
<td>2017 public relations</td>
<td>5</td>
</tr>
<tr>
<td>2017 data science</td>
<td>5</td>
</tr>
</tbody>
</table>

Current healthcare/pharma accounts: Bristol-Myers Squibb, ORENCIA; ITF Pharma, Teglutik; Nabriva Therapeutics, Lefamulin; NMS Labs, Corporate, Strongbridge Biopharma, KEVEYIS; Sun, MyChoice; United Therapeutics, Portfoio, Orentrim Patient, Orentrim 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, KnipperRx
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, Orentrim Patient, Orentrim HCP, Tyvaso; Y-mAbs, Pipeline Products
Number of accounts lost in 2017: 1
Details of accounts lost in 2017: Company ceased operations
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 Shakerian, Creative Director; Art; Sam Petzold, 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

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<th>Service</th>
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<tbody>
<tr>
<td>Sales materials</td>
<td>25</td>
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<tr>
<td>Professional digital/web/mobile</td>
<td>25</td>
</tr>
<tr>
<td>Professional print ads</td>
<td>15</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>20</td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>15</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>10</td>
</tr>
</tbody>
</table>

AOR clients: 9 (2017); 9 (2016)
Project-based clients: 8 (2017); 6 (2016)

Current healthcare/pharma accounts: Akcea, volanebsorin; Alexion; Sanofi; Soliris; Eculizumab; Amgen, BioMarin; Kuvan, Vimizim; Pegvaliase, Daichi-Sankyo; Pexadartinib; Horizon, Ravicti; Intercept, Ocaliva; La Jolla, Gliapex; Rapocrine, Thiola; Cholbam; Kyowa, Kirin, Mogamulizuah, 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.

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 Pamlus, EVP, 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

<table>
<thead>
<tr>
<th>Service</th>
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<tr>
<td>Sales materials</td>
<td>85</td>
</tr>
<tr>
<td>Other</td>
<td>15</td>
</tr>
</tbody>
</table>

AOR clients: 4 (2017); 2 (2016)
Project-based clients: 10 (2017); 10 (2016)

Current healthcare/pharma accounts: Bausch + Lomb, Larcisert, Lotemax, Macugen, Prolensa, Retisert, Visudyne, Vyzulta, Zylect; Merz Pharmaceuticals: Aesthetics, Radiesse, Merz Aesthetics Filler, Corporate; Santen, Ospria, Corporate; Charleston Labs, OINV, Dermir, Cimzia, Faramix, Zophydro ER, Silenor; Roche-Global, Ocrevus, Acrus, Corporate; Natera; Gynofo; Aerie Pharmaceuticals; Corporate; Allegro Pharmaceuticals; Luminate; SciFluor Life Sciences, SP0166; Stealth Biotherapeutics, LHHON, UCB, Cimzia

Number of accounts gained in 2017: 5
Details of accounts gained in 2017: Aerie Pharmaceuticals, Corporate; Allegro Pharmaceuticals, Luminate; SciFluor Life Sciences, SP0166; Stealth Biotherapeutics, LHHON, UCB, Cimzia

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.
CDM
220 East 42nd St., 11th floor, New York, NY, 10017
URL: cdmagencies.com
Founded: 1984
Parent Company Name: Omnicom
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, EVP, 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; Liviana; Medtronic; Merz Pharmaceuticals; Novartis/Alcon; Otsuka America Pharmaceutical, Pharmacies; 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: 249 (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; Tracy 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

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<td>2017 sales materials:</td>
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<td>2017 professional digital/web/mobile:</td>
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<td>2017 professional print ads:</td>
<td></td>
</tr>
<tr>
<td>2017 consumer digital/web/mobile:</td>
<td></td>
</tr>
<tr>
<td>2017 consumer print ads:</td>
<td></td>
</tr>
<tr>
<td>2017 promotional medical education:</td>
<td></td>
</tr>
</tbody>
</table>

AOR clients: 27 (2017); 20 (2016)
Project-based clients: 3 (2017); 2 (2016)

Continuum Clinical
650 Dundee Road, suite 250, Northbrook, IL, 60062
URL: www.continuumclinical.com
Founded: 2014

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; Nairn Nasser, VP, Site Engagement; Frieda Hernandez, VP, Business Development; Jennifer Hillierich, 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

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<td>$1,159,347</td>
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<td>2017 consumer digital/web/mobile:</td>
<td>$1,442,950</td>
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<tr>
<td>2017 consumer print ads:</td>
<td>$202,330</td>
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<tr>
<td>2017 consumer broadcast:</td>
<td>$2,026,335</td>
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<tr>
<td>2017 public relations:</td>
<td>$990,267</td>
</tr>
<tr>
<td>2017 other:</td>
<td>$17,673,808</td>
</tr>
</tbody>
</table>

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

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<td>2017 professional print ads:</td>
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<td>2017 consumer digital/web/mobile:</td>
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<tr>
<td>2017 consumer print ads:</td>
<td>5</td>
</tr>
<tr>
<td>2017 consumer broadcast:</td>
<td>30</td>
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</tbody>
</table>

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, KEVZARA, 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

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

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

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

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

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
**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: $20,000,000
- 2017 professional digital/web/mobile: $25,000,000
- 2017 professional print ads: $10,000,000
- 2017 consumer digital/web/mobile: $20,000,000
- 2017 promotional medical education: $5,000,000
- 2017 direct marketing: $5,000,000
- 2017 public relations: $5,000,000
- 2017 other: $10,000,000

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

**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

**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 Henhoeffer, Managing Partner; Michael Galuh, 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 Colileluori, 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, Xifadin IBS-D, Xifadin-HE; Janssen Pharmaceuticals, INVEGA SUSTENNA, INVEGA TRINZA; OraPharma, ARESTIN, NeutraSal, OSSIX, L’Oreal, CeraVe;
**Hologic GSS, MyoSure, NovaSure, Bausch + Lomb, Bausch + Lomb ULTRA SSVS, Bausch + Lomb ULTRA for Presbyopia, Bausch + Lomb ULTRA for Astigmatism, BioTrue ONEday SSVS, 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 expectations 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.

**Project-based clients:** 8 (2017); 7 (2016)  
**Number of accounts gained in 2017:** 11  
**Number of accounts lost in 2017:** 2

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**Dudnyk**

5 Walnut Grove Drive, Suite 300 and 350, Horsham, PA, 19044  
**URL:** [www.dudnyk.com](http://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**

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 sales materials</td>
<td>35</td>
</tr>
<tr>
<td>2017 professional digital/web/mobile</td>
<td>35</td>
</tr>
<tr>
<td>2017 professional print ads</td>
<td>20</td>
</tr>
<tr>
<td>2017 direct marketing</td>
<td>10</td>
</tr>
</tbody>
</table>

**AOR clients:** 9 (2017); 10 (2016)  
**Current healthcare/pharma accounts:** Agilis Biotherapeutics, Product in development, Shire, Cinryze, Kalbitor, Firazyr; Product in development, Ahylum, Product in development, Sun Ophthalmology, Product in development, Bromsite, Sunovion, Product in development for 2 indications, Jazz Pharmaceuticals, Erwinaze, Defitelio, Vyxenos

**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, Ziletta  
**Number of accounts resigned in 2017:** 1  
**Details of accounts resigned in 2017:** Merck, Cubicin

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**Digitas Health**

100 Penn Square East 11th Floor, The Wanamaker Building, Philadelphia, PA, 19107  
**URL:** [www.digitashealth.com](http://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 Doherty, 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)
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; Griffols, Hypermunes; Hill-Rom, Clinical Workflow Solutions; Vyaire, Multiple Products; DePuy Synthes Trauma, Multiple Products; DePuy Synthes Spine, New Product; Novum Pharmaceuticals, Alcortin A, Aloquin, Novacort; Insulet, OmniPod
Number of accounts gained in 2017: 6
Details of accounts gained in 2017: Griffols, 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, Gonaf F, Rebiq; Genentech, Esbriet, Xolair; Rituxan; Merck, Market Research, Novartis, Entresto; Novo Nordisk, Saxenda; Pfizer, Eliquis, Ibrance, Lyrica, Rapid3; Radius, Tymlos; Regeneron/Sanofi, Praluent; Spark, Luxturna, Velseta; Genentech, Hemlibra; Takeda, Nintaro, Iclusis; Sun, Imer, 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 Thistethwaite, Managing Director, Data, Analytics and Activation (from Traverse HealthStrategy)
### Evolution Medical Communications

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

**URL:** [www.evolutionmedcom.com](http://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), 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**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales materials</td>
<td>$325,000</td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>$2,950,000</td>
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<tr>
<td>Promotional medical education</td>
<td>$19,755,000</td>
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<tr>
<td>Direct marketing</td>
<td>$750,000</td>
</tr>
<tr>
<td>Data science</td>
<td>$620,000</td>
</tr>
</tbody>
</table>

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

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### Excitant Healthcare Advertising

**1410 Meadowbrook Way, Woodstock, GA, 30189**

**URL:** [www.excitanthealthcare.com](http://www.excitanthealthcare.com)

**Founded:** 2011

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

**Office Locations:** Woodstock, GA

**Senior Management:**
- Mark Perlotto, President & CEO
- Brian Allex, 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

<table>
<thead>
<tr>
<th>Category</th>
<th>2017</th>
<th>2016</th>
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</thead>
<tbody>
<tr>
<td>Sales materials</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>20</td>
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<tr>
<td>Professional print ads</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Consumer print ads</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Consumer broadcast</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Direct marketing</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

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

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

### 2017 Other
- 2017: 5
- 2016: 12

### Details of accounts gained in 2017: 1
- Marine Ingredients, Corporate identity, Alpha&Omega, NutraSolve3, Phyto3

### Current healthcare/pharma accounts:
- Galen, SYNREA; 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 lost in 2017: 2

### Details of accounts lost in 2017: 2
- J&J Vision Care, Celgene Oncology

### FCBCure
5 Sylvan Way, Parsippany, NJ, 07054

**URL:** [fcbcure.com](http://fcbcure.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, EVP Management Director, Lisa Russo, SVP Group Management Director, Colleen Zester, EVP 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), 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

**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](http://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, EVP, Management Director, DiPiro/Garrone Advertising; Amy Heather Lewis, SVP, Group Management Director, Concentric; Robert M. Galmich, EVP, Management Director, Rauxa; Christopher M. Mangione, EVP, 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; Demira, 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
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; Zynerba, 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; Demira, 1 new AOR product assignment; Genmab, 1 new AOR product assignment; Genentech, 1 new AOR product assignment; Ipsen, 1 new AOR product assignment; Paratek, 1 new AOR product assignment; Seattle Genetics/Astellas, 1 new AOR product assignment; Sandoz, 2 AOR products assignment; Sun Pharmaceuticals, 1 AOR product assignment; Takeda, 2 AOR products assignment; Zynerba, 1 AOR product assignment

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

**2017 U.S. billings breakdown**

<table>
<thead>
<tr>
<th>Service</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales materials</td>
<td>$2,605,140</td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>$16,390,180</td>
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<tr>
<td>Consumer digital/web/mobile</td>
<td>$4,250,934</td>
</tr>
<tr>
<td>Consumer print ads</td>
<td>$719,310</td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>$1,545,794</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>$2,705,140</td>
</tr>
<tr>
<td>Public relations</td>
<td>$1,857,099</td>
</tr>
<tr>
<td>Other</td>
<td>$1,932,241</td>
</tr>
<tr>
<td>Professional print ads</td>
<td>$3,959,647</td>
</tr>
</tbody>
</table>

**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 Pharmaceutical, 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 Pharmaceutical, Aquoral; Rhythm Pharmaceuticals; Sun Pharmaceuticals, ASBORGAL, 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 Pharmaceutical, Aquoral; Rhythm Pharmaceuticals; Sun Pharmaceuticals, Levulan, Ximino, tildrakizumab.

**Number of accounts lost in 2017:** 1

**Number of accounts resigned in 2017:** 1

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**Fingerpaint**

395 Broadway, Saratoga Springs, NY, 12866

**URL:** www.fingerpaintmarketing.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 at GSW. Katie Beiler, 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 Spencer, Operations. Previously VP/Director, Project Management at Calcium; Andrea Kretzmans, 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

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**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

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

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 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, Alleyn-Life, LEAF, PICO, EPI Health, Benral, Inova, Nuvail, Sitavig; Encore, Hylatopic Plus, TetrIX Cream; MedLab, MyNotifi, Mission Pharmacal; Journey, Ortho Dermatologics, Siliq; Sun Pharma, Aborsica, Burax, Ultravate; TearLab, TearLab, Pfizer, Pfizer Inflammation & Immunology

Number of accounts gained in 2017: 7

Details of accounts gained in 2017: Smith & Nephew, ACTICOAT, AlleynLife, LEAF, PICO, Ortho Dermatologics, Siliq; MedLab, 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.
**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, EVP, talent and people operations  
**Recent Executive Hires:** Sharon Rundberg, SVP, talent and people operations; previously with Nucleus Global; Andrew Wint, EVP, digital/web/mobile strategy, 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**  
- Sales materials: 25  
- Professional digital/web/mobile: 25  
- Professional print ads: 10  
- Consumer digital/web/mobile: 10  
- Promotional medical education: 10  
- Direct marketing: 10  
- Other: 10  
**AOR clients:** 14 (2017); 10 (2016)  
**Project-based clients:** 10 (2017); 10 (2016)  
**Number of accounts gained in 2017:** 7  
**Details of accounts gained in 2017:** Aimmune Therapeutics, Aquinox, Atara Biotherapeutics, Foundation Medicine, Immune Design, Omnicare, 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 Scorzetti, 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 Tooie, Partner, SEO/SEM; Ken Winnell, Director of Technology; Katie Schuyler, Director Integrated Media  
**Recent Executive Hires:** Jim Platter, 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**  
- Sales materials: 4  
- Professional digital/web/mobile: 40  
- Professional print ads: 3  
- Consumer digital/web/mobile: 40  
- Consumer broadcast: 1  
- Direct marketing: 4  
- Public relations: 4  
- Data science: 4  
**AOR clients:** 7 (2017); 4 (2016)  
**Project-based clients:** 6 (2017); 8 (2016)  
**Current healthcare/pharma accounts:** Alnylam, DAOR paeserian, Corporate Grifols; Alphanate, Thrombate, Prolastin C, Gammunex Media, Managed Markets, Enterprise Jazz; Solari, Xyrem, media; Portola; Bevyxxa Promius; Zembrace, Sernivo, Colderm, Promiseb, NoTime4Migraines Neurorels; NLR-1, Corporate; Dr. Reddy’s; NA Corporate Communications Neurocrine; Ingrezza media, Celgene, Research Oncology.com Actelion; Uptravi, Opsumat, Veletri, Ventavis media, Merck; Enterprise
Guidemark Health

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

URL: www.guidemarkhealth.com

Founded: 2012

Full-time employees: 104 (1017) 140 (2016)

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

Senior management: Michael Parisi, CEO; James Hohbittzell, 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

<table>
<thead>
<tr>
<th>Service Type</th>
<th>2017 Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales materials</td>
<td>$4,500,000</td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>Professional print ads</td>
<td>$4,500,000</td>
</tr>
<tr>
<td>Consumer digital/web/mobile</td>
<td>$2,500,000</td>
</tr>
<tr>
<td>Consumer print ads</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Consumer broadcast</td>
<td>$2,500,000</td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>$5,000,000</td>
</tr>
<tr>
<td>Data science</td>
<td>$5,000,000</td>
</tr>
</tbody>
</table>

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

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

Current healthcare/pharma accounts: Actelion, Uptavri/Osupumit; Ameen, Araneep, Entrel, Repatha; Boehringer Ingelheim, Gilotrif, Boston Biomedical, mBB1608 (Stem Cell Tx); Celgene, Oncology/Hematology; Evoxem, Amphora; Fresenius Medical Care, Renal Therapies Group; Gilead, Filgotinib; GSK, multiple brands and disciplines; Janssen, Darzalex Immunovia, Remicade, Simponi, Stelara, Yondelis, Zytiga; Mylan, Isosulfan, EpiPen, PaxVax, Vivotif, Xacchora, PaxVax Connect, PaxVax Global; PLX, Pipeline Aspirin Product; Rhodes, Aptensio; Seqirus, Fluad, Fluvecvax, FluadPed, 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; Ormotic Pharmaceutical; Sensionics, Eversience; Horizon Pharma

Number of accounts lost in 2017: 2

Details of accounts lost in 2017: Otsuka, Ablify Maintena, Rexulti and Samsca; Zoetics, Simparica

GSW

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

URL: www.gsw-w.com/

Founded: 1977

Parent Company: Syneos Health


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); Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Data science

2017 U.S. billings breakdown

<table>
<thead>
<tr>
<th>Service Type</th>
<th>2017 Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales materials</td>
<td>58</td>
</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>30</td>
</tr>
<tr>
<td>Professional print ads</td>
<td>5</td>
</tr>
<tr>
<td>Promotional medical education</td>
<td>3</td>
</tr>
<tr>
<td>Direct marketing</td>
<td>4</td>
</tr>
</tbody>
</table>

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

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

Number of accounts gained in 2017: 44

Number of accounts lost in 2017: 1

Details of accounts lost in 2017: AcelRx, Dsuvia

Number of accounts gained in 2017: 6

Details of accounts gained in 2017: Portola; Bevyxxa; Ahylam; Patisiran DAOR; Neurelis; NRL-1, Corporate Celgene; RO.com; AcelRx, Dsuvia
Description: To communicate that Evofem Biosciences is a biotechnology company developing and commercializing innovative contraceptive options for women. Evofem believes that women worldwide should be in control of their reproductive health products, so they offer on-demand, women controlled contraceptive options. Evofem’s sole focus is bettering the lives of women by offering innovative, woman controlled contraceptive options.

Why is your ad special?: Evofem 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); 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; Griffols  
**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; 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

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 Domaney, 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 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/NG; 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/NG; Data science
AOR clients: 26 (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; Ernie 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/NG
AOR clients: 9 (2017); 4 (2016)
Project-based clients: 20 (2017); 20 (2016)
Number of accounts gained in 2017: 7

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, EVP, Global; Pattie Sullivan, SVP; Courtney Myers, SVP; StuIn Oh, VP; Jody Sunna, EVP; Karina Meckel, Director of Strategy, EVP; Matthew Jasie, Director, Finance and Operations
AOR clients: 26 (2017)

Havas Tonic
205 Hudson Street, New York, NY, 10013
URL: tonic.havas.com
Founded: 1991
Parent Company: Havas Health & You
**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, 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; 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

<table>
<thead>
<tr>
<th>Year</th>
<th>Name of Account</th>
<th>Industry</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>2017</td>
<td>Revance, Aries, Eleview, MBMMX, Aemcolo, Remimazolam, Merit Medical, GID, Abbott, Baxter, Alcon Labs; surgical division IOLs</td>
<td>Health Care</td>
<td>Number of accounts gained in 2017: 4</td>
</tr>
</tbody>
</table>

**Details of accounts gained in 2017:**

- Revance, Aries, Eleview, MBMMX, Aemcolo, Remimazolam, Merit Medical, GID

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**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)

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<thead>
<tr>
<th>Year</th>
<th>Sales</th>
<th>Description</th>
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<tbody>
<tr>
<td>2017</td>
<td>North American Revenue: $6,575,000</td>
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**2017 U.S. billings breakdown**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
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<tr>
<td>2017 sales materials</td>
<td>$625,000</td>
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<tr>
<td>2017 consumer broadcast</td>
<td>$752,000</td>
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<tr>
<td>2017 other</td>
<td>$622,000</td>
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<tr>
<td>2017 consumer digital/web/mobile</td>
<td>$2,887,000</td>
</tr>
<tr>
<td>2017 consumer print ads</td>
<td>$1,689,000</td>
</tr>
</tbody>
</table>

**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 Hermann Center, Medical; Adriatica Women’s Health, Medical, Trinidad IV, Medical; Summit OB/GYN, Medical; Alpha Med, Medical; Pain Treatment Center, Medical; Gastroenterology Consultants of San Antonio, Medical; Roseance Health Network, Addiction Treatment, Reproductive Gynecology, Medical; Neurosurgery & Spine Consultants, Medical; Right Path Pain & Spine Centers, Medical, Synergex Health, Medical; Medivation Resources, Medical Insurance Claim Processing, Bay Area Physicians for Women, Medical; AFFIRMATIVHealth, 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 OB/GYN, 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; Roseaeerance Health Network, Addiction Treatment; Austin Retina Associates, Medical; Reproductive Gynecology, Inc., Medical; Amariil Hair Restoration Center, Medical; Eagles Landing Family Practice, Medical; Neurosurgery and Spine Consultants, Medical; Right Path Pain and Spine Centers, Medical; AFFIRMATIVEHealth, Medical; Lumen Care Center, Medical; Medantage 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; Adnastica 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; Genecev Orthodontics, Medical; Horizon Dermatology, Medical; Nissman & Salin Oral, Medical; Summit OB/GYN, 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 Talenico; Managing Director, Executive Creative Director; Janelle Starr; EVP, Marketing, Jennifer Campanaro; EVP, General Manager; Lee Slovitt; EVP, Relationship Lead; Claudia Rueg- haupt, 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, Ocre- vus; 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, Peraheme; 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

HYC Health
142 E. Ontario, 1100, Chicago, IL, 60611
URL: hyc.com
Founded: 2013
Parent Company: Merge
Office locations: Chicago
Senior Management: Susan Flinn Cobian, President; Larry Farkos, SVP, Operations; Chris DeProfo, 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

<table>
<thead>
<tr>
<th>Type</th>
<th>Value</th>
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<tbody>
<tr>
<td>2017 professional digital/web/mobile</td>
<td>15</td>
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<tr>
<td>2017 professional print ads</td>
<td>5</td>
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<tr>
<td>2017 promotional medical education</td>
<td>8</td>
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<tr>
<td>2017 data science</td>
<td>5</td>
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<tr>
<td>2017 other</td>
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AOR clients: 7 (2017); 6 (2016)

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

Current healthcare/pharma accounts: Indivior, Subicladie; Janssen, Erleada; Neurocrine, Ingrezra; Sage, Zulreeso; 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


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

<table>
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<td>2017 consumer digital/web/mobile</td>
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<tr>
<td>2017 professional digital/web/mobile</td>
<td>10</td>
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<tr>
<td>2017 public relations</td>
<td>5</td>
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AOR clients: 10 (2017); 7 (2016)

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

Current healthcare/pharma accounts: Amag, Intraarosa; Asta-Zeneca, Bema, Bevespa, Bydureon, Crestor, Fazixa, 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: $10,150,000
2017 professional digital/web/mobile: $750,000
2017 professional print ads: $200,000
2017 consumer digital/web/mobile: $800,000
2017 consumer print ads: $500,000
2017 public relations: $500,000
2017 data science: $1,200,000
2017 other: $1,800,000
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 Belosoma, Gardasil 9, Isentrees, Pneumovax23, Zostavax; Neurocrine Valbenazine; Novartis Oncology Afinitor, Votrient, Sandostatin, TafMek, Tasigna, Travatan-Z/Simbrinza, Pazeo, Ciprodex; Pexvax Vaxchore, Vivotif; Ultragenyx Aceneuramic acid, KRNN, rhGUS, rhPPCA, Triheptanoin; Valeant Jubiaba; Vemartis Somavaranat
Number of accounts gained in 2017: 8
Details of accounts gained in 2017: Novartis TafMek, Tasigna, Travatan-Z/Simbrinza, Pazeo, Ciprodex; Pexvax 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., Cofounder and Chairman; Sarah McNulty, Cofounder and President; Danny Porreca, Chief Financial Offi-
cer; Merissa Oliver, Senior Vice President; Anna Thomas, Vice President; Rachna Pawar, Vice President; Liz Lucus, 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 consumer print ads: $500,000
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: 11 (2017); 11 (2016)

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, Cofounder and CEO; Aaron Goldstein, Co-Founder and COO; Lori Grant, President, Brian O’Donnell, EVP, Interactive Services; Alec Melkonian, 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
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
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 Huelhnergarth, 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 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
Managed Markets Communications
268 Broadway, Suite 201, Saratoga Springs, NY, 12866
URL: www.synecehealthcommunications.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 Delniccki, 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
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

AOR clients: 15 (2017); 13 (2016)
Project-based clients: 10 (2017); 8 (2016)
Current healthcare/pharma accounts: Agile Therapeutics; Corpo-Twirla; Eagle Pharmaceuticals; Ryandex; 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.
McCann Health North America
622 Third Ave, 28th floor, New York NY, 10017
URL: www.mccannhealth.com
Founded: 1985
Parent Company: McCann Worldgroup
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 Johanson, 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); 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, molluscum, tinea pedis
Number of accounts lost in 2017: 1
Details of accounts lost in 2017: Intarcia ITCA 650

Medical Minds
6535 Caminito Sinnecock, La Jolla, CA, 92037
URL: www.med-minds.com
Founded: 2007
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 consumer digital/web/mobile: 50
2017 promotional medical education: 50
Project-based clients: 6 (2017); 7 (2016)
Current healthcare/pharma accounts: Actelion, AstraZeneca, Bioverative, Bristol-Myers Squibb, Celgene, Janssen, Lilly, Novartis Oncology, Novo Nordisk, Takeda
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
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
**2017 U.S. billings breakdown**

<table>
<thead>
<tr>
<th>Category</th>
<th>2017</th>
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</thead>
<tbody>
<tr>
<td>sales materials:</td>
<td>10</td>
</tr>
<tr>
<td>professional digital/web/mobile:</td>
<td>20</td>
</tr>
<tr>
<td>professional print ads:</td>
<td>5</td>
</tr>
<tr>
<td>promotional medical education:</td>
<td>30</td>
</tr>
<tr>
<td>direct marketing:</td>
<td>25</td>
</tr>
<tr>
<td>data science:</td>
<td>10</td>
</tr>
</tbody>
</table>

**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

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**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

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**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; Charlotte; S:\; 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 Trueffect; 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

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**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

<table>
<thead>
<tr>
<th>Service</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 professional digital/web/mobile:</td>
<td>20</td>
</tr>
<tr>
<td>2017 consumer digital/web/mobile:</td>
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<tr>
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<td>2017 promotional medical education:</td>
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</tr>
<tr>
<td>2017 direct marketing:</td>
<td>20</td>
</tr>
<tr>
<td>2017 other:</td>
<td>18</td>
</tr>
</tbody>
</table>

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

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

Current healthcare/pharma accounts: Paradigm Spine, coflexsolutions.com; N-Q/HDM Plus, n-q.com; Proliance Spine, prolancespine.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

Moddern Marketing Services
340 Madison Avenue, 19th floor, New York, NY, 10173

URL: www.moddem.com

Founded: 2011


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: 7 (2017); 4 (2016)

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

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

Number of accounts gained in 2017: 3

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

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

URL: motionstrand.com

Founded: 2000


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

<table>
<thead>
<tr>
<th>Service</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 other:</td>
<td>$4,395,462.68</td>
</tr>
</tbody>
</table>

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

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

Current healthcare/pharma accounts: Avanir, Onzetra, Nuexta; 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; Tamara 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**

<table>
<thead>
<tr>
<th>Service</th>
<th>Amount</th>
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<tbody>
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<td>2017 sales materials:</td>
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<tr>
<td>2017 professional digital/web/mobile:</td>
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<tr>
<td>2017 professional print ads:</td>
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<tr>
<td>2017 consumer digital/web/mobile:</td>
<td>$1,500,000</td>
</tr>
<tr>
<td>2017 direct marketing:</td>
<td>$1,500,000</td>
</tr>
<tr>
<td>2017 data science:</td>
<td>$700,000</td>
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</tbody>
</table>

**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, Rytry

**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**

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<td>2017 sales materials:</td>
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<td>2017 professional print ads:</td>
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<tr>
<td>2017 consumer digital/web/mobile:</td>
<td>5</td>
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<tr>
<td>2017 direct marketing:</td>
<td>10</td>
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<tr>
<td>2017 data science:</td>
<td>5</td>
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<tr>
<td>2017 other:</td>
<td>10</td>
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</tbody>
</table>

**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 Auferheide, SVP Strategic Planning, Risa Arin, SVP Digital Planning, Deirdre McGarrigle, SVP Medical Director

**Recent Executive Hires:** Brad Auferheide, 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**

<table>
<thead>
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<th>Service</th>
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<tbody>
<tr>
<td>2017 sales materials:</td>
<td>30</td>
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<tr>
<td>2017 professional digital/web/mobile:</td>
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<tr>
<td>2017 professional print ads:</td>
<td>10</td>
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<tr>
<td>2017 consumer digital/web/mobile:</td>
<td>20</td>
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<tr>
<td>2017 data science:</td>
<td>5</td>
</tr>
<tr>
<td>2017 other:</td>
<td>5</td>
</tr>
</tbody>
</table>

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

**Current healthcare/pharma accounts:** AbbVie: Women’s Health, Oncology; Avanir Pharmaceuticals: Onzerta Xsaal; Genentech: Pulmo-
zyme, GastroImmunology; Grifols: Prolastin C, Janssen Pharmaceuticals: Invokana; Mallinckrodt Pharmaceuticals: Acthar; Novartis Pharmaceuticals: Corporate, Bardoxylone Methyl, Omaveloxolone; Sandoz: Xarox, 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, Bardoxylone 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 Officer; 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; Lumigan; Alphagan; Combigan; Glaucoma Xen; Optometry; Restasis Strat Comm; Rhofade; Aczone; Tazorac; Botox HyperHydrosis; Latisse; Skin Medica; Coolsculpting; Revolve; Strattice; Alloderm; Natrelle; Juvederm Franchise; Kybella

Number of accounts gained in 2017: 4
Details of accounts gained in 2017: Coolsculpting; Alloderm; Strattice; 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
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 Ivan, 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

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-Procybys; Lundbeck-Northera; 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, Procybys; 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.

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: 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

<table>
<thead>
<tr>
<th>Category</th>
<th>2017 Billings</th>
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<tbody>
<tr>
<td>Sales materials</td>
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</tr>
<tr>
<td>Professional digital/web/mobile</td>
<td>50</td>
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<tr>
<td>Consumer digital/web/mobile</td>
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<tr>
<td>Promotional medical education</td>
<td>10</td>
</tr>
<tr>
<td>Other other</td>
<td>10</td>
</tr>
</tbody>
</table>

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, Xofdo US, Xofdo Global, Eylea Global, Aloupia, Bayer Oncology Pipeline, Darolutamide, Aneutumab, Patient Advocacy, Eylea Latin America, Xofdo 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, Aloupia, 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

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 1326, 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**

<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 data science</td>
<td>15</td>
</tr>
<tr>
<td>2017 other</td>
<td>85</td>
</tr>
</tbody>
</table>

**Project-based clients:** 58 (2017); 55 (2016)

**Number of accounts gained in 2017:** 6

**Number of accounts lost in 2017:** 3

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**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 (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:** $13,200,000

**2017 U.S. billings breakdown**

<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 professional digital/web/mobile</td>
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<tr>
<td>2017 promotional medical education</td>
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<td>2017 direct marketing</td>
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</tr>
<tr>
<td>2017 other</td>
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</tbody>
</table>

**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
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, formerly Executive Vice President, Chief Growth Officer, 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; Data science
AOR clients: 38 (2017); 35 (2016)
Project-based clients: 17 (2017); 15 (2016)
Number of accounts gained in 2017: 5

Senior Management: Ahnal Purohit, CEO; Anshal 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

<table>
<thead>
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<th>Billings</th>
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<tr>
<td>2017 sales materials:</td>
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<tr>
<td>2017 professional digital/web/mobile:</td>
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<td>2017 professional print ads:</td>
<td>20</td>
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<tr>
<td>2017 consumer digital/web/mobile:</td>
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<tr>
<td>2017 consumer print ads:</td>
<td>2.5</td>
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<td>2017 promotional medical education:</td>
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<tr>
<td>2017 direct marketing:</td>
<td>7.5</td>
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<tr>
<td>2017 data science:</td>
<td>10</td>
</tr>
</tbody>
</table>

Current healthcare/pharma accounts: Gilead Sciences; Becton Dickinson; Cutanea Life Sciences

Purohit Navigation
233 S. Wacker Drive, Suite 6220, Chicago, IL, 60606
URL: www.purohitnavigation.com
Founded: 1985
Full-time employees: 60 (2017), 60 (2016)

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, NY and EVP, RAPP Well Worldwide; Jon Camero, 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 Camero, 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

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

Red House Healthcare Marketing
10 Roswell Street, Ste. 200, Alpharetta, GA, 30009
URL: www.redhousehealthcare.com
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

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<td>2017 sales materials</td>
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<tr>
<td>2017 professional digital/web/mobile</td>
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<tr>
<td>2017 professional print ads</td>
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<td>2017 promotional medical education</td>
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<tr>
<td>2017 public relations</td>
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<tr>
<td>2017 data science</td>
<td>20</td>
</tr>
</tbody>
</table>

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 — it’s 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 it’s 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 Shay, 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

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<tbody>
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<td>2017 sales materials</td>
<td>$3,500,000</td>
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<tr>
<td>2017 consumer digital/web/mobile</td>
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<tr>
<td>2017 data science</td>
<td>$1,000,000</td>
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<tr>
<td>2017 professional digital/web/mobile</td>
<td>$3,000,000</td>
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<td>2017 promotional medical education</td>
<td>$3,000,000</td>
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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, P32; Valeant, Uceris, Xifaxan; BMS, Eliquis; Novartis, Votrient; Takeda, Uloric, Amitiza, Dextilan; 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, Dextilan; 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

2017 U.S. billings breakdown

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<tr>
<td>2017 sales materials</td>
<td>$3,500,000</td>
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<tr>
<td>2017 consumer digital/web/mobile</td>
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<td>$3,000,000</td>
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<tr>
<td>2017 promotional medical education</td>
<td>$3,000,000</td>
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</tbody>
</table>

AOR clients: 25 (2017); 30 (2016)
**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.

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**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); 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:** 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 lost in 2017:** 4

**Details of accounts lost in 2016:** Biomarin, Sakura Finetek, Upsher-Smith, Valirae

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**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

**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); 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

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**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 Sisyan, Principal; Allen Stegall, Principal; Trigg Brekke, SVP, Director of Client Services; Michelle Tucker, VP, Managing Creative Director, Co-manager Chicago; Eric Cala, 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**

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<tr>
<td>2017 sales materials</td>
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<td>2017 professional digital/web/mobile</td>
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<td>2017 consumer broadcast</td>
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<td>2017 direct marketing</td>
<td>10</td>
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<tr>
<td>2017 data science</td>
<td>5</td>
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</tbody>
</table>

**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

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**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 Hymon, 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

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**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**

<table>
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<td>2017 consumer digital/web/mobile</td>
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<tr>
<td>2017 other</td>
<td>$630,00</td>
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**AOR clients:** 7 (2017); 5 (2016)
Project-based clients: 32 (2017); 31 (2016)

Current healthcare/pharma accounts: Jazz Pharmaceuticals, Vyxeos, Defitelio; Alnylam, Patisiran; Radius, Tymlo; 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: Aptevo, Ixinity; Medtronic, NuVent; Mylan, Aerospan; 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 Pecarsky, SVP, Group Account Supervisor

Recent Executive Hires: Trevor Fusaro, SVP, Strategic Planning Director, formerly of FCB Cure; Jonathan Pecarsky, 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

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<td>2017 direct marketing:</td>
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<tr>
<td>2017 other:</td>
<td>15</td>
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AOR clients: 9 (2017); 7 (2016)

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

Current healthcare/pharma accounts: Pfizer, Somavert, Elelyso, Genotropin, Benefix, Xyntha, AbbVie, Mavenet, 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, Genotropin, 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 Stier, 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; Fughon Therapeutics; Dermira; IPM Therapeutics; Taris Biomedical

Number of accounts gained in 2017: 31

Details of accounts gained in 2017: Vertex; Arbor; Relay; Fughon; RRD International; PCT; MacuLogix; Taris
Splice Agency
5515 Doyle Street, Suite 4, Emeryville, CA, 94608
URL: spliceagency.com
Founded: 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 Terradate)
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

<table>
<thead>
<tr>
<th>Category</th>
<th>2017 Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 sales materials:</td>
<td>35</td>
</tr>
<tr>
<td>2017 professional digital/web/mobile:</td>
<td>45</td>
</tr>
<tr>
<td>2017 professional print ads:</td>
<td>5</td>
</tr>
<tr>
<td>2017 consumer digital/web/mobile:</td>
<td>10</td>
</tr>
<tr>
<td>2017 promotional medical education:</td>
<td>5</td>
</tr>
</tbody>
</table>

AOR clients: 2 (2017); 1 (2016)
Project-based clients: 6 (2017); 6 (2016)
Current healthcare/pharma accounts: Arena Pharmaceuticals (pulmonary 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

<table>
<thead>
<tr>
<th>Category</th>
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</tr>
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<tbody>
<tr>
<td>2017 professional digital/web/mobile:</td>
<td>30</td>
</tr>
<tr>
<td>2017 consumer digital/web/mobile:</td>
<td>20</td>
</tr>
<tr>
<td>2017 data science:</td>
<td>50</td>
</tr>
</tbody>
</table>

AOR clients: 7 (2017); 4 (2016)
Project-based clients: 4 (2017); 3 (2016)
Current healthcare/pharma accounts: Biogen MS (multiple products); Cerevast (Neurologics); 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 Gereshone, 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
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, Navus, Kodama; Baxter Healthcare Corporation, Kaguya, TeamPD; Best Buy, Assured Living; Bind, Bind On-Demand Health Insurance; Biocompatibles, Inc., Varithena, Eko; Celscuity, CELx; CryoLife; Elekta, Mosaïq, MR-linac; Hill-Rom, Compella, Envelia, 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 CTRT-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, Stratsys; Teleflex, Interventional Division; Torax Medical, Fenix; Upsher-Smith Laboratories, Quadexy XR, Urotron-ic; Optilume; Veracyte, Affina, 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, Eko; CryoLife; Elekta, Mosaïq, MR-linac; ImpediMed, Sozo; MD Biosciences, Salspera, Saltikva; Merz Aesthetics, Ultherapy, Cellfina, Describe; Posey Medical, Posey Prime Therapeutics; Raymond James and Associates; ReShape Lifesciences (formerly EnteroMedics), vBloc System; Sterilmed, Stratsys; Teleflex, Interventional Division; Torax Medical, Fenix

Number of accounts resigned in 2017: 3
Details of accounts resigned in 2017: 3M, Industrial and Safety Division; Bind, Bind On-Demand Health Insurance; Biocompatibles, Varithena, Eko; CryoLife; Elekta, Mosaïq, MR-linac; ImpediMed, Sozo; MD Biosciences, Salspera, Saltikva; Merz Aesthetics, Ultherapy, Cellfina, Describe; Posey Medical, Posey Prime Therapeutics; Raymond James and Associates; ReShape Lifesciences (formerly EnteroMedics), vBloc System; Sterilmed, Stratsys; Teleflex, Interventional Division; Torax Medical, Fenix

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

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

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 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 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, Navus, Kodama; Baxter Healthcare Corporation, Kaguya, TeamPD; Best Buy, Assured Living; Bind, Bind On-Demand Health Insurance; Biocompatibles, Inc., Varithena, Eko; Celscuity, CELx; CryoLife; Elekta, Mosaïq, MR-linac; Hill-Rom, Compella, Envelia, 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 CTRT-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, Stratsys; Teleflex, Interventional Division; Torax Medical, Fenix; Upsher-Smith Laboratories, Quadexy XR, Urotron-ic; Optilume; Veracyte, Affina, 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, Eko; CryoLife; Elekta, Mosaïq, MR-linac; ImpediMed, Sozo; MD Biosciences, Salspera, Saltikva; Merz Aesthetics, Ultherapy, Cellfina, Describe; Posey Medical, Posey Prime Therapeutics; Raymond James and Associates; ReShape Lifesciences (formerly EnteroMedics), vBloc System; Sterilmed, Stratsys; Teleflex, Interventional Division; Torax Medical, Fenix

Number of accounts resigned in 2017: 3
Details of accounts resigned in 2017: 3M, Industrial and Safety Division; Bind, Bind On-Demand Health Insurance; Biocompatibles, Varithena, Eko; CryoLife; Elekta, Mosaïq, MR-linac; ImpediMed, Sozo; MD Biosciences, Salspera, Saltikva; Merz Aesthetics, Ultherapy, Cellfina, Describe; Posey Medical, Posey Prime Therapeutics; Raymond James and Associates; ReShape Lifesciences (formerly EnteroMedics), vBloc System; Sterilmed, Stratsys; Teleflex, Interventional Division; Torax Medical, Fenix
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.synapsesny.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

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: Jeannine O’Kane, President, U.S. PR; Nicola Walshy, Managing Director, U.K. PR; Christie Anbar, Managing Director, Chamberlain Healthcare PR, U.S.; Andrea Digger, Managing Director, Chamber Chicco Agency, NY; Shauna Keough, Managing Director, Biosector 2 U.S.; Lisa Waters, Managing Director, Chamber Chicco Agency, LA
Recent Executive Hires: Lisa Vanella, SVP Director of Media, Chamberlain Healthcare PR; Christopher Hippolyte, Corporate Communications; Ashley Buford, Biosector 2, Mindy Lizzmi, Chamber 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, Chamber 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

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. Unbeknownst 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.
Targetbase
7850 North Belt Line Road, Irving, TX, 75063-6098
URL: www.targetbase.com
Founded: 1979
Parent Company: Omnicom Group
Office locations: Dallas, TX; Greensboro, NC
Senior Management: Mark Wright, CEO; Vignesh Clingam, CMO; Genine Ballett, 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 Tsiosutias, 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: 24 (2017); 18 (2016)
Project-based clients: 5 (2017)
Current healthcare/pharma accounts: Abbott Nutrition, Adult Nutrition, Boehringer Ingelheim, Parasiticide, 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: 11
Details of accounts gained in 2017: Abbott Vascular; Braeburn; GE Health; 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

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: 4 (2017); 4 (2016)
Current healthcare/pharma accounts: Abbott Nutrition, Adult Nutrition, Boehringer Ingelheim, Parasiticide, 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

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; Data science
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
Office locations: Horsham, PA; San Diego; San Francisco
Senior Management: Tom Dydkyn 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 Stout, Chief Marketing Officer; Paulo Simas, Chief Creative Officer; Seth Duncan, Chief Analytics Officer; Adam Cosman, Chief Digital Officer, President, W2O sentient; Andrea Johnston, President, W2O pure; Mary Corcoran, President, W2O twist; Kevin Johnson, President, W2O marketteching; Angela Gillespie, President, W2O wgc Annalise Coady, President, EMEA; Emily Poe, Global Practice Leader, Healthcare Communications; Anita Bose, Head of Client and Business Development; Mike Hückman, 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 (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: $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 Kreamer, 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