

MM&M

MEDICAL MARKETING & MEDIA

2012

Agency A-to-Z

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



5MetaCom

630 W. Carmel Drive, Suite 180
Carmel, IN 46032

Phone: 317-580-7540

Fax: 317-580-7550

E-mail: mail@5metacom.com

Web: www.5metacom.com

Founded: 1977

Officers: Chris Wirthwein, President & CEO; Mark Duffin, CFO; Eric DeWitt, VP Business Services

Full-time Employees: 30 (2011) 20 (2010)

Services: 5MetaCom is a full-service advertising and public relations agency specializing in advertising for technical and scientific products.

AbelsonTaylor

33 W. Monroe, 6th Floor

Chicago, IL 60603

Phone: 312-894-5500

E-mail: info@abelsontaylor.com

Web: www.abelsontaylor.com

Founded: 1981

Officers: Dale Taylor, President & CEO; Jay Carter, SVP, Director of Strategy Services; Nancy Drescher, SVP, Director of Client Services; Stephen Neale, SVP, Executive Creative Director

2011 Gross Income: \$65 million to \$100 million

Full-time Employees: 426 (2011) 403 (2010)

Number of Accounts gained: 4

Number of Accounts lost: 3

Services: Print. Broadcast. Interactive. DTP. DTC. Outstanding.

Offices: Indianapolis, IN

AE Marketing Group

125 E. 13th Street, Suite #1312

Chicago, IL 60605

Phone: 312-882-3364

E-mail: info@aegroupchicago.com

Web: www.aegroupchicago.com

Founded: 2011

Officers: Brian Walker, President/CEO

2011 Gross Income: Under \$5 million

Full-time Employees: 3 (2011)

U.S. billings breakdown by media/source

	2011
Consumer print ads	15%
Consumer broadcast	35
Consumer digital/web/mobile	15
Direct marketing	15
Other	20

Healthcare accounts: Network Health, Carle Foundation, Health Alliance, Children's Memorial Hospital

Number of Accounts gained: 4

Accounts gained: Maddock Douglas, Carle Foundation, Network Health, Health Alliance

Number of Accounts lost: 1

Services: Management consulting, customer experience, marketing planning, brand strategy, creative design and production, media strategy and planning

New Hire Detail: Keeli Mickus, Creative Director

The Agency Inside Harte-Hanks

777 Township Line Road, Suite 300
Yardley, PA 19067

Phone: 215-944-9727

Fax: 215-944-9710

E-mail: agency@harte-hanks.com

Web: www.theagencyinside.com

Founded: 1983

Parent company: Harte-Hanks, 9601 McAllister Freeway, Suite 610, San Antonio, TX 78216-4681

Officers: Anne Stroup, Managing Director, Health & Wellness; Anthony Rotolo, Chief Creative Officer; Kevin T. Dunn, SVP, Strategy & Analytics; Eugenio Angueira, MD, VP, Global Medical Strategy; Rob Fuller, VP, Technology; Jeannine Falcone, Corporate VP

2011 Gross Income: \$20-25 million

Full-time Employees: 858 (2011) 770 (2010)

Services: We have a Professional and Patient Health and Wellness practice that brings together the ideas of relationship marketing and technology with the value of brand. Services Offered: strategy, visual design, copywriting, interactive innovation, relationship marketing, and analytics.

New Hire Detail: Eugenio Angueira, MD, VP, Global Medical Strategy and Anthony Rotolo, Chief Creative Officer. Anthony brings nearly 25 years of creative, strategic and tactical experience to the table. Anthony has worked on brand and relationship marketing strategies at leading healthcare advertising agencies across practically every therapeutic category. While you can expect Anthony to be incredibly creative and conceptual, be sure to be surprised by his strategic thinking. Anthony creative application goes far beyond pharmaceutical advertising, he is also an accomplished painter and photographer with a few exhibitions to his credit. Dr. Eugenio Angueira serves as the Vice President, Global Medical Strategy at The Agency Inside Harte-Hanks. Dr. Angueira graduated from the University of Puerto Rico School of Medicine in 1992 and went on to complete his residency in Internal Medicine at Mount Sinai Medical Center in Miami Beach, Florida where he also served as Chief Medical Resident. He did additional training in Endocrinology at Jackson Memorial Hospital/University of Miami, after which he returned to Mount Sinai Medical Center as Associate Program Director for the Internal Medicine Residency Program. Dr. Angueira has also worked for Novo Nordisk, Inc. with positions ranging from Medical Scientific Director (field position), Clinical Advisor (VICTOZA) and Medical Director (liraglutide for obesity). Dr. Angueira maintains a part-time practice of Endocrinology and is Board Certified in Internal Medicine and Endocrinology. **Offices:** Santa Ana, CA; San Diego, CA; Jacksonville, FL; Boston, MA; Richardson, TX

AgencyRx

200 Varick Street, 3rd Floor

New York, NY 10014

Phone: 212-896-1300

Fax: 212-845-8099

E-mail: info@agencyrx.com

Web: www.agencyrx.com

Founded: 2005

Parent company: The CDM Group, 220 East 42nd Street, New York, NY 10017

Officers: Michael Schreiber, President; Wendi Goodman, Managing Partner, Director of Client Services; Fred Kinch, Managing Partner, Creative Director; Marina Jean, Managing Partner, Director of Strategic & Scientific Services; Matt Goff, Associate Partner, Director of Digital Marketing

2011 Gross Income: \$40 million to \$65 million

Full-time Employees: 190 (2011) 180 (2010)

Healthcare accounts: Celgene: Hematology Franchise, Istodax, Pomalidamide, Revlimid, Thalomid, Vidaza; EMD Serono: Gonal-f, Saizen; Genentech: Bitopertin, Rheumatoid Arthritis Franchise, Rituxan for WG/MPA, Rituxan for RA, Xeloda; John-

son & Johnson/Cordis; InCraft; Novartis; Afinitor Global Digital, Eucreas, Exjade, Exelon patch, Sandostatin Global, Signifor Global Digital Galvus; Noven; Mini Dot; Orion; Dexdor, Global Stalevo; Pfizer: Thrombin JMI; Roche: Bitopertin, Onartuzumab; Teva: Lo-Seasonique, Seasonique, Seasonique Global

Number of Accounts gained: 11

Accounts gained: Celgene: Pomalidamide, Hematology Franchise; Genentech: Bitopertin; Johnson & Johnson/Cordis: InCraft; Noven: Mini Dot; Novartis: Afinitor Global Digital, Sandostatin Global, Signifor Global Digital; Roche: Bitopertin, Onartuzumab; Teva: Seasonique Global

Number of Accounts lost: 2

Accounts lost: Bayer Animal Health; Pfizer: Bosutinib

Offices: 55 Union Street, San Francisco, CA 94111

Divisions: Healthcare Advertising and Promotion, Interactive, Medical Education

Aloysius Butler & Clark

819 N. Washington Street

Wilmington, DE 19801

Phone: 302-655-1552

Fax: 302-655-3105

Web: www.a-b-c.com

Founded: 1971

Officers: John C. Hawkins, Chief Executive Officer & President/Managing Partner; Michael F. Gallagher, Executive Vice President/Managing Partner; Tom McGivney, Executive Creative Director/Managing Partner; Linda Shopa, Chief Financial Officer/Managing Partner; Paul Pomeroy, Director of Marketing/Managing Partner

2011 Gross Income: \$40 million to \$65 million

Full-time Employees: 85 (2011) 82 (2010)

Healthcare accounts: Life Science Accounts: Aptalis Technologies (formerly Eurand Pharmaceutical Technologies); Catholic Health Initiatives (Center for Translational Research); Champions Oncology; Fujifilm Medical Systems; SDIX (formerly Strategic Diagnostics Inc.); Sysmex America; W.L. Gore & Associates (Medical Products). Other Healthcare Accounts: Abington Memorial Hospital; Atlanticare; Bayhealth Medical Center; Baystate Health; Continuum Health Partners; Delaware Division of Public Health (Cancer, Indoor Air, Infant Mortality, Tobacco); Geisinger Health System; Gift of Life (Organ Donor Organization); Guthrie Health System; Holy Name Hospital; MedExpress; MedStar Health (Franklin Square, Good Samaritan, Georgetown University, Montgomery General, Union Memorial, Washington Hospitals); Mount Sinai Hospital; Nanticoke Health Services; Ocala Health System; St. Joseph's Health System; The Chester County Hospital; UMDNJ-Robert Wood Johnson Medical School; Underwood Memorial Hospital; WellSpan Health; Westside Health.

Number of Accounts gained: 4

Accounts gained: Lansdale Hospital; MedExpress; MedStar Health (Franklin Square, Good Samaritan, Georgetown University, Montgomery General, Union Memorial, Washington Hospitals), Mount Sinai Hospital

Services: Strategic planning; branding; market research management; advertising and promotion; broadcast production; public relations/event planning; social marketing; media, planning, buying and auditing; Website design/production; interactive media/online marketing; collateral and direct mail; recruitment marketing.

Offices: Aloysius Butler & Clark, 125 South 9th Street, Suite 801 Philadelphia, PA 19107; Aloysius Butler & Clark/Zero-In, 240 Market St, # 201, Bloomsburg, PA 17815-1951

Divisions: AB&C Healthcare, AB&C Recruitment, AB&C Life Sciences



FEATURED WORK

Description: Ad in food processing publications increased awareness of SDIX's RapidChek brand of food safety tests for E coli O157, Listeria, Salmonella and Salmonella Enteritidis, and introduced the new 24-hour RapidChek Listeria F.A.S.T. test. Visual shows an example of the ultimate beneficiary of these tests—the consumer.

Creative/account team: Tony Ross, Creative Director; Peter Gordon, Senior Account Supervisor

Media team: Client-placed-media—SDIX

Why this ad is special: SDIX offers food processors and producers a rapid way to detect pathogens that will affect their customers—and

their bottom line. This ad breaks through the clutter of the typical food processing advertising, while using low-key humor to underscore the real beneficiaries of SDIX's rapid tests.

Andersen Jones Marketing Medicine

31473 Rancho Viejo Road, Suite 206

San Juan Capistrano, CA 92675

Phone: 949-240-6802

Fax: 949-240-8437

E-mail: rick@andersenjones.com

Web: www.andersenjones.com

Founded: 1985

Officers: Rick Andersen, President, Creative Director Copy; Karen Jones, Exec. VP, Creative Director Art

2011 Gross Income: \$5 million to \$10 million

Full-time Employees: 5 (2011) 6 (2010)

Healthcare accounts: Advanced Biologics: OsteoAMP bone grafts; Agendia: Symphony personalized breast cancer genomic profile; Impedimed: L-Dex Lymphedema Assessment; HarborMedTech: Neuvocell collagen skin graft; iFlow: Home Pump; SynergEyes: Duette Hybrid contact lenses; Alliance Healthcare Services: Radiology Imaging/Oncology Services

Number of Accounts gained: 2

Accounts gained: SynergEyes: Duette HD and Duette Multifocal product launches; Advanced Biologics: OsteoAMP bone grafts

Number of Accounts lost: 1

Accounts lost: Pioneer Surgical: Spine systems

Services: Branding, advertising, interactive, collateral, trade shows, product launch, product naming, DTC/DTP, iPad/mobile apps

Anderson DDB Health & Lifestyle

33 Bloor Street East, Suite 1300

Toronto, ON Canada M4W 3H1

Phone: 416-960-3830

Fax: 416-960-5531

E-mail: info@andersonddb.com

Web: www.andersonddb.com

Founded: 1972

Parent company: DDB Worldwide, a division of Omnicom Group Inc., 437 Madison Avenue, New York, NY 10022

Officers: Kevin Brady, President & CEO; Gordon Desveaux, Executive Vice President; Tony Miller, Executive Vice President

Full-time Employees: 100 (2011) 110 (2010)

Healthcare accounts: Bayer, Becton, Dickinson & Co., Bristol-Myers Squibb Canada, Grifols Canada Ltd., GlaxoSmithKline Inc., Johnson & Johnson, Merck Consumer Canada Inc., Merck Healthcare Canada Inc., Novartis Canada, Ontario Chiropractic Association, Pfizer Consumer Healthcare Canada, Pfizer Pharmaceutical Canada, Roche Canada

Number of Accounts gained: 16

Number of Accounts lost: 3

Services: Anderson DDB Health & Lifestyle is a full-service communications agency offering expertise in strategic planning, branding, traditional print, television and radio, design/studio services, digital/social media, and multicultural communications.

Agency A-to-Z



FEATURED WORK

Product: Pinnacle Hips and Sigma Knees
Client: DePuy Orthopaedics
Creative/account team: Tony Miller, Executive Creative Director; Anthony Duguay, Senior Art Director; Karen Ross, Head of Broadcast; Randy Vogel, Account Director; Gord Desveaux, Executive Vice President; Beverley Saptel-John, Account Supervisor; Tina Girard, Senior Account Executive
Why this ad is special: DePuy Orthopaedics is a manufacturer of artificial hips and knees. Not only are these products rigorously tested in the lab, but they're also tested in real life. Lesa, a dairy farmer from Kentucky, puts her DePuy knees to the test every day, and has been for years. Whether it's baling hay or driving a tractor, Lesa's knees are Real Life Tested. Potential patients can visit www.RealLifeTested.com to see mini documentaries of patients putting their DePuy joints through real life tests everyday.

ApotheCom

800 Township Line Road, Suite 100
 Yardley, PA 19067
Phone: 215-550-8420
Fax: 215-497-8801
Web: www.apothe.com
Founded: 1999
Parent company: Huntsworth Health, 800 Township Line Road, Suite 250, Yardley, PA 19067
Officers: David Dunn, CEO; David Paragamian, President US; Ryan Taggart, SVP Account Mgmt.; Dr. John Howley, SVP Scientific Strategy; Dr. Beth McMahon-Wise, SVP Scientific Strategy; Dr. Bianca Ruzicka, SVP Scientific Strategy; Karen Larstanna, VP Creative; Rick Lang, VP Creative Online
2011 Gross Income: \$15 million to \$25 million
Full-time Employees: 225 (2011) 200 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional digital/web/mobile	20%	15%
Promotional medical education	50	50
Direct marketing	5	5
Other	25	30

Healthcare accounts: Merck: CNS, Infectious Disease; Novartis: Afinitor; Allergan: dermatology; Ferring: men's healthcare; Roche: Actemra; J&J: CNS; Teva: respiratory; Pfizer: vaccines and biosimilars
Number of Accounts gained: 7
Accounts gained: Merck: CNS, Infectious Disease; Ferring: men's healthcare; Roche: Rheumatology; Teva: Respiratory
Number of Accounts lost: 2
Services: ApotheCom is often described as "the pre-launch agency." We partner with our clients to understand the data, develop the KOLs, create the scientific platform and identity, and create the scientific story whether in advertorials, science visualization, or key scientific content.
New Hire Detail: New US President, David Paragamian
Offices: San Francisco, CA; Philadelphia, PA

AREA 23

28 West 23rd Street, 7th Floor
 New York, NY 10010
Phone: 917-265-2618
Fax: 917-661-7019

E-mail: info@area23hc.com
Web: www.area23hc.com
Founded: 2007
Parent company: Drafftcb, 100 West 33rd Street, New York, NY 10001
Officers: Renee Mellas, EVP, Managing Director; Tim Hawkey, EVP, Managing Director
2011 Gross Income: \$15 million to \$25 million
Full-time Employees: 100 (2011) 92 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional print ads	60%	60%
Professional digital/web/mobile	20	30
DTC/DTP	20	
DTP		10

Healthcare accounts: Archimedes Pharma: Lazanda; Auxilium: Testim; Daiichi Sankyo Inc: Welchol; Genentech: Actemra, Boniva; GSK: Lamictal, Potiga; Pfizer: Bosutinib, GSK Oncology, Pevnar; Merck: AIT, Dulera, Nasonex, Singulair, Zenhale
Number of Accounts gained: 7
Accounts gained: Genentech/Roche: Dalcetrapib; Pfizer: Bosutinib; Merck Respiratory: AIT, Dulera, Nasonex, Singulair, Zenhale
Services: HCP promotion, DTP promotion, global marketing, strategic planning, interactive marketing, branding, sales training
New Hire Detail: Frank Nestola, EVP, Group Management Director; William Peebles, VP, Account Group Supervisor; Jill Friedlander, VP, Account Supervisor; Jeff Hack, VP, Creative Director
Offices: Drafftcb Healthcare, NeON
Divisions: dDFCB, digital, creative, and production (video and motion graphics and CLM-closed loop marketing); Mosaic, managed markets; ProHealth, medical education

Asgard Communications

14 Knolls Road
 Bloomingdale, NJ 07403
Phone: 973-838-4042
Fax: 973-838-8534
E-mail: asaintj@optonline.net
Founded: 2001
Officers: Al Saint Jacques, Owner
2011 Gross Income: Under \$5 million
Full-time Employees: 2 (2011) 2 (2010)

Services: Freelance medical editing and writing as well as consultation in medical publishing, agency work, and marketing projects.

Awaken Interactive

101 Pacifica, Suite 150
 Irvine, CA 92618
Phone: 949-788-1750
Fax: 949-788-1751
E-mail: info@awakeninteractive.com
Web: www.awakeninteractive.com
Founded: 2008
2011 Gross Income: Under \$5 million

Beacon Healthcare Communications

135 Route 202/206
Bedminster, NJ 07083
Phone: 908-781-2600
Fax: 908-781-1924
E-mail: alee@beaconhc.com
Web: www.beaconhc.com
Founded: 2001

Officers: John Puglisi, President; Tim Millas, Managing Partner/Chief Creative Officer; Adrienne Lee, Executive Managing Director; Bob Griffith, Managing Director of Strategic Initiatives; Melissa Cahill, Executive Creative Director; Bruce Markewicz, Managing Director

2011 Gross Income: \$10 million to \$15 million

Full-time Employees: 75 (2011) 85 (2010)

Healthcare accounts: Astellas: Managed Markets; Allergan, Restasis, Aczone; Bioventis: Supartz; GTC Biotherapeutics: Atryn; Daiichi Sanko: Managed Markets; Pfizer: Managed Markets; Endo Health Solutions: Managed Markets; MDVIP: Professional Relations; Walgreens: Managed Markets; Quest Diagnostics: Various Diagnostic Tests; P&G: Managed Markets

Number of Accounts gained: 5

Accounts gained: Allergan: Agency of Record, Aczone; GTC Pharma: Atryn; Daiichi Sankyo: Managed Markets; Pfizer: Managed Markets; P&G: MDVIP

Services: DTC/DTP, professional, managed markets, digital, and CRM

New Hire Detail: Bruce Markewicz, Managing Director, June 2011

Big Communications, LLC

1200 Woodward Heights
Ferndale, MI 48220
Phone: 248-246-5200
Fax: 248-246-5201
E-mail: brado@bighrm.com
Web: www.bighrm.com
Founded: 1994

Parent company: Meredith Corporation, 1716 Locust Street, Des Moines, IA 50309-3023

Officers: Brad Oleshansky, CEO & President; Greg Licholai, Chief Medical Officer; Caryn Rainey, SVP, Operations & Administration; Milad Elmri, Chief Creative Officer; Ivan Holtz, SVP, Strategic Client Development; Mike Lee, SVP, Finance

2011 Gross Income: \$25 million to \$40 million

Full-time Employees: 102 (2011) 83 (2010)

Number of Accounts gained: 9

Services: BIG is a full-service integrated healthcare marketing agency that partners with pharmaceutical, biotech and device companies, insurers, and healthcare interests to ensure sales forces are trained, healthcare providers are informed, and patients have the support they need to lead healthier lives.

New Hire Detail: Greg Licholai, MD, MBA, joined the BIG team as Chief Medical Officer from Boston, Massachusetts. Greg's experience includes time at Medtronic Neurological, where he led the Internal Ventures team that developed devices for Parkinson's disease and epilepsy. He later joined the biotech company Amicus and consulted with other biotech and pharma companies before becoming a healthcare practice leader at McKinsey & Co. Greg received his medical degree from Yale University, surgical training at Harvard teaching hospitals, and a business degree from Harvard University. Milad Elmri joined the BIG team as Chief Creative Officer, from Seattle, Washington with over 15 years of experience in corporate brand communications and over 10 years in a senior agency-side leadership capacity. He was most recently the leader of Idea Integration, an Advertising Age Top 50 full-service interactive agency, with offices in 9 major markets in North America. There, Milad held the position of VP, Executive Creative Director as well as SVP, Managing Partner of the digital agency business. In this capacity, he led strategy and execution on award-winning campaigns for blue chip clients including Hewlett Packard, Microsoft and Sony, among others.

Offices: Satellite offices in Massachusetts, New Jersey, Connecticut, Pennsylvania, and California.

Biolumina

75 Varick Street, 10th Floor
New York, NY 10013
Phone: 646-364-1500
Fax: 646-364-1600
E-mail: ajones@biolumina.com
Web: www.biolumina.com
Founded: 2008

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

Officers: Ty Curran, CEO; Charles Doomany, EVP COO & CFO; Ane Jones, SVP Managing Director; Diane Iler-Smith, SVP Creative Director/Copy; Kyle Grazia, SVP Creative Director/Art; Alaina Mendoza, SVP Director of Strategic Planning

Full-time Employees: 110 (2011) 100 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional print ads	15%	55%
Sales materials	40	25
Professional digital/web/mobile	35	20
Consumer digital/web/mobile	5	
Promotional medical education	5	

Healthcare accounts: AVEO Pharmaceuticals Inc./Astellas Pharmaceuticals: tivozanib; Eisai: Halaven, Oncology Pipeline; Merck Oncology: Emend, Intron A, Sylatron, Temodar, Zolanza, pipeline agents including ridaforolimus; Novartis Oncology: pasireotide, ruxolitinib, Zometa; Roche/Genentech: Rituxan

Number of Accounts gained: 4

Accounts gained: AVEO Pharmaceuticals Inc./Astellas Pharmaceuticals: tivozanib; Eisai Oncology: Pipeline assignments; Merck Oncology: Emend, Intron A, Sylatron, Temodar, Zolanza and pipeline agents including ridaforolimus; Novartis Oncology: ruxolitinib

Number of Accounts lost: 1

Services: We provide an array of services to clients who market specialty brands, from Phase I to launch and beyond, including strategic planning, professional advertising and promotion, DTP programs, corporate and brand identity, pipeline branding and promotion, digital services, CRM, and market research.

New Hire Detail: Matt Potter, SVP Management Supervisor; Danielle Cranwell, SVP Management Supervisor; Damion Townsend, SVP Management Supervisor



the ad reflects the vibe that can actually be felt throughout agency.

FEATURED WORK

Description: In its first advertising campaign, Biolumina conveys its passion for making specialty brands flourish. The logo icon comes to life within a neuronal network, representing idea generation fueled by a love for specialty brands. The headline speaks to the fresh ideas that stem from a drive for brand success.

Creative/account team: Kyle Grazia, Creative Director/Art; Diane Iler-Smith, Creative Director/Copy; Kathryn DeMarco, Copy Supervisor

Why this ad is special: The "Powered by Passion" journal ad captures the enthusiasm of Biolumina for specialty brands. Thinking differently and passionately is embedded in the agency's values and culture. The energetic environment of



Blue Diesel

480 Olde Worthington Road, Suite 202
Westerville, OH 43082

Phone: 614-540-4226

Fax: 614-540-3155

E-mail: info@bluediesel.com

Web: www.bluediesel.com

Founded: 1995

Parent company: inVentiv Health, 1 Van de Graaff Drive, Burlington, MA 01803

Officers: Andy Crawford, EVP Managing Director Operations; Paul Miller, EVP Managing Director Client Development; Joel Gerber, SVP Technology; Dave Grillo, SVP Creative Director; Amy Hutnik, SVP Client Services; Scott Holley, VP Strategy & Planning

2011 Gross Income: \$15 million to \$25 million

Full-time Employees: 125 (2011) 125 (2010)

Healthcare accounts: Astellas: Amevive, Protopic, Vesicare; AstraZeneca: Kombiglyze XR, Onglyza; Bayer: Betaseron, Kogenate; Bristol-Myers Squibb: Erbitux, Sprycel, Kombiglyze XR, Onglyza; Endo Pharmaceuticals: Fortesta Gel, Frova, Lidoderm Patch, Opana ER, Supprelin, Voltaren Gel, Vantas, Valstar; Merial Animal Health; Valeant: Zovirax; Zimmer, Inc.: Universal Bone Saw

Number of Accounts gained: 17

Accounts gained: AstraZeneca; Dapagliflozin; Endo Pharmaceuticals: Fortesta Gel, Frova, Lidoderm Patch, Opana ER, Supprelin, Voltaren Gel, Vantas, Valstar; Merial Animal Health; Valeant: Refissa, Zovirax; Zimmer, Inc.: Universal Bone Saw

Number of Accounts lost: 2

Accounts lost: Merck & Co. (Lost due to agency consolidation): Cancidas, Comvax, Integriilin, Invanz, MMR11, PedvaxH1B, Proquad, Pneumovax, Primaxin, Recombivax, Rotateq, Tredaptive, Vaqta, Vairvax)

Services: Blue Diesel specializes in helping brands connect with HCPs, patients and caregivers. We focus on true interaction—not just interactivity—to generate ongoing conversations and build lasting relationships with brands, leveraging traditional and emerging channels.

New Hire Detail: Chris Ovdijenko, VP Creative Director

Offices: 100 Brandywine Boulevard, 2nd Floor, Newtown, PA 18940

BrainWorks Communications, LLC

726 Braeburn Lane
Penn Valley, PA 19072

Phone: 888-220-2509

Fax: 866-387-3848

E-mail: thesolution@brainworksc.com

Web: www.brainworksc.com

Founded: 2002

Officers: Michael Wright, Senior Partner; Andrew C. Murphy, Senior Partner; Traci Montemurro, Senior Partner

2011 Gross Income: Under \$5 million

Full-time Employees: 3 (2011) 3 (2010)

Healthcare accounts: Novo Nordisk: Trade, Diabetes Education Program, Prescribing Information Management, Diabetes Portfolio Lifecycle Management; AT&T mHealth Solutions: DiabetesManager; GlaxoSmithKline: Health Management Innovations; Phoenix Marketing Solutions

Number of Accounts gained: 1

Accounts gained: AT&T mHealth Solutions: DiabetesManager

Services: Full creative in all media, account service

bryantBROWN Healthcare

2307 Padua Place

Venice, CA 90291

Phone: 310-406-2460

Fax: 310-573-0360

E-mail: bob@bryantbrown.com

Web: www.bryantbrown.com

Founded: 2000

Officers: Partners: Samantha Bryant, Creative Director-Design; Bob Brown, Account Director; Kieran Angelini, Creative Director-Copy

Full-time Employees: 16 (2011) 15 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional print ads	10%	15%
Sales materials	10	10
Professional digital/web/mobile	20	20
Consumer print ads	10	5
Consumer broadcast	10	10
Consumer digital/web/mobile	20	20
Promotional medical education	5	5
Direct marketing	10	10
Public relations	5	5

Healthcare accounts: Amgen, Boston Scientific, Cytomedix, Edwards Lifesciences, HCPro, Helix Medical, Life Technologies, Meals to Heal, Mitsubishi Tanabe Pharma America, Phillips-Medisize, PMD Healthcare, Queen of the Valley Medical Center

BVK

250 W. Coventry Court, #300

Milwaukee, WI 53217

Phone: 414-228-1990

Fax: 414-228-7561

Web: www.bvk.com

Founded: 1984

Officers: Michael Voss, President & CEO; David Kelly, VP, Media Director; Gary Mueller, Managing Partner; Joel English, Managing Partner; Bret Stasiak, Managing Partner

2011 Gross Income: \$40 million to \$65 million

Full-time Employees: 168 (2011)

Healthcare accounts: Alegent Health, Avera Health System, Baystate Health System, Lifebridge Health, Little Company of Mary Hospital and Health Care Centers, Memorial Health System, Mount Carmel Health System, National Research Corporation, Oklahoma University Medical & Children's Hospital, Oklahoma University Physicians, Prairie Heart Institute, Saint Luke's Health System, St. John's Hospital, St. Joseph Health System-Orange County, United Health Services, Elsevier, Pfizer Illinois/Wisconsin, Specialty Silicone Fabricators

Number of Accounts gained: 4

Number of Accounts lost: 1

Services: BVK is an integrated full-service agency specializing in uncovering insights via qualitative market research/focus groups; extensive data analytical capabilities; brand strategy, communication plan development and execution; traditional/online and social media; and award winning creative teams.

Offices: Miami, Chicago, Kansas City, Tampa

Divisions: Healthcare, Education, Travel

Cadient Group

2520 Renaissance Boulevard, Suite 100

King of Prussia, PA 19406

Phone: 484-351-2800

Fax: 484-351-2900

E-mail: info@cadient.com

Web: www.cadient.com

Founded: 2002

Officers: Stephen Wray, President & CEO; Charles Walker, Chief Operating Officer; William Reese, Chief Innovation Officer; Bryan Hill, Chief Technology Officer; Barry Winn, VP of Customer Solutions & Marketing; Mark Bogas, VP of Finance; Chad Naphegyi, Executive Director, Organizational & Systems Development

2011 Gross Income: \$15 million to \$25 million

Full-time Employees: 122 (2011) 120 (2010)

U.S. billings breakdown by media/source

	2011
Digital agency services.	75%
Technology-enable solutions	15
Strategic consulting services	10

Number of Accounts gained: 10

Accounts gained: 10 new accounts were won during 2011; Five were brand assignments in the following therapeutic areas: diabetes (consumer AOR), cosmetic dermatology (consumer and professional AOR), men's health (digital AOR), immunology (HCP AOR) and cardiovascular medicine (consumer and HCP AOR). In addition to the brand account wins, five enterprise-level technology platform assignments (three global marketing platforms, one US related to the launch of sales force Content Management portal, along with a reimbursement, analytics support platform development assignment) were won in 2011. Numerous account-level expansions (for mobile and social program development, iPad/tablet content development, ePublications design and REMS support) were incremental new assignments that helped to enhance our role as commercial innovation partners with existing customers.

Number of Accounts lost: 2

Services: Cadient Group offers digital agency services, strategic consulting, and technology-enabled solutions to life-sciences customers. Services and solutions include launch planning, social/mobile integration, content/user experience development, media planning, and insights-based business intelligence.

Offices: 1180 Avenue of the Americas, 19th Floor, New York, NY 10036

CAHG

211 E. Chicago Avenue, Suite 1600

Chicago, IL 60611

Phone: 312-664-5310

Fax: 312-649-7232

E-mail: marketmovingideas@cahg.com

Web: www.cahg.com

Founded: 1962

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

Cambridge BioMarketing

245 First Street, 12th Floor

Cambridge, MA 02142

Phone: 617-225-0001

Fax: 617-225-0988

E-mail: info@cambridgebmg.com

Web: www.cambridgebmg.com

Founded: 2002

Officers: Steve West, CEO; Maureen Franco, Partner, Chief Strategy

Officer; Mike Hodgson, Creative Director; Ben Zipkin, Partner, Digital Strategy; Sam Falsetti, Partner, Director Clinical Science; Shauna Horvath, Partner, Group Account Director

2011 Gross Income: \$10 million to \$15 million

Full-time Employees: 68 (2011) 68 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional print ads	10%	10%
Sales materials	20	20
Professional digital/web/mobile	20	20
Consumer digital/web/mobile	20	20
Direct marketing	20	20
Other	10	10

Healthcare accounts: Abbott Vascular: MitraClip; Alexion Pharmaceuticals: Asfotase Alpha; Amylin Pharmaceuticals: Metreleptin; Genzyme: Fabrazyme, Thyrogen, Thymoglobulin, Rare Disease Franchise; Inspiration Biopharmaceuticals: Ixinity, OBI-1, Corporate; Millennium: The Takeda Oncology Company: Corporate; PTC Therapeutics: Ataluren; Sanofi: Renvela, Septrafilm; Together Rx Access: prescription savings program; TolereX: Otelixizumab

Number of Accounts gained: 4

Accounts gained: Abbott Vascular: MitraClip; Alexion Pharmaceuticals: Asfotase Alpha; Amylin Pharmaceuticals: Metreleptin; PTC Therapeutics: Ataluren

Number of Accounts lost: 2

Accounts lost: BiogenIdec: Long Acting Factor IX, Long Acting Factor VIII; Genzyme: Alemtuzumab

Services: CB focuses on orphan and specialty products and has the most rare disease experience in the industry. We work globally across audiences and channels through an integrated full service model driven by marketing, clinical, and digital strategy.

New Hire Detail: Maureen Franco, Partner, Chief Strategy Officer

CDM New York

220 East 42nd Street

New York, NY, 10017

Phone: 212-407-9300

E-mail: kbarich@cdmny.com

Web: www.cdmny.com

Founded: 1984

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

Full-time employees: 320 (2011) 340 (2010)

CDM Princeton

210 Carnegie Center, Suite 200

Princeton, NJ 08540

Phone: 609-936-5600

E-mail: CBiros@cdmworldagency.com

Web: www.cdmprinceton.com

CDMiConnect

200 Varick Street

New York, NY 10014

Phone: 212-798-4400

Fax: 212-209-7088

E-mail: Contactus@cdmicconnect.com

Web: www.cdmicconnect.com

Founded: 2000

The CementBloc

641 Sixth Avenue, Fifth Floor
New York, NY 10011

Phone: 212-524-6200

Fax: 212-524-6299

E-mail: jwmattthews@thecementbloc.com

Web: www.thecementbloc.com

Founded: 2000

Officers: Susan Miller Viray, Founding Partner; Rico Viray, Founding Partner; Jennifer Matthews, Managing Partner; Elizabeth Elfenbein, Partner; Stephanie Berman, Partner; Barbara Patchefsky, Partner; Kim Johnson, Partner; Art Chavez, Partner; Alan Posner, EVP, CFO; Jackie Sanders, EVP, Business Development; Dan Sontupe, SVP, Managed Markets; Dr. Carla Hundt, SVP, Medical Strategy; Eric Fink, SVP, Account Planning; Ira Haimowitz, EVP, Intelligence & Analytics; Pro Bose, SVP, Channel Strategy, UX

2011 Gross Income: \$40 million to \$65 million

Full-time Employees: 175 (2011) 143 (2010)

Healthcare accounts: Actavis Group; Ferring; Astellas Pharma US Inc./Zogenix; Sumavel DosePro; Bristol-Myers Squibb Co./Pfizer Inc.: Apixaban; Bristol-Myers/AstraZeneca: Dapagliflozin, Onglyza, Kombiglyze XR; Celgene Corp.: Abraxane, Depomed Inc.: Ferring Pharmaceuticals: Fertility Portfolio; Gralise; Genzyme Corp.: Mozobil; GlaxoSmithKline Oncology: Votrient; Intercell: Ixiaro; Kadmon: RibaPak; Novartis Oncology: Afinitor; Novartis Vaccines: Fluvirin, Ixiaro, Menveo, RabAvert; Johnson & Johnson: Health & Wellness; Kadmon: RibaPak; Pfizer Animal Health: Pork Franchise; Salix Pharmaceuticals Ltd.: Apriso, Giazo, MoviPrep, OsmoPrep; Swedish Orphan Biovitrum: Kevipance, Kineret; UCB Pharma Inc.: Cimzia

Number of Accounts gained: 12

Accounts gained: Bristol-Myers/AstraZeneca: Dapagliflozin, Onglyza, Kombiglyze XR; BTG: Varisolve; GlaxoSmithKline Oncology: Votrient; Ferring Pharmaceuticals: Fertility Portfolio; Intercell: Ixiaro; Johnson & Johnson: Health & Wellness; Kadmon: RibaPak; Novartis Vaccines: Menveo; Pfizer Animal Health: Pork franchise; UCB: CIMZIA global

Number of Accounts lost: 1

Accounts lost: Novartis: Gilenya, Extavia

Services: Healthcare and wellness advertising, strategic planning, medical and scientific affairs, HCP/patient/consumer promotion, intelligence and analytics, access and reimbursement, digital and multichannel, PRM/CLM and CRM, global branding
New Hire Detail: Art Chavez, Partner; Stella Zawistowsky, SVP, ACD, Copy; Stephen Sudovar, SVP, Group Account Director; Eric Fink, SVP, Director, Account Planning; Steven Hebert, Creative Director, Copy; Juan Gallardo, SVP, Creative Director, Digital; Lou Massaia, Creative Director, Art; Greg Mellas, SVP, Group Account Director; Carla Hundt, SVP, Group Medical Director

Centron

90 5th Avenue, 9th and 10th Floor
New York, NY 10011

Phone: 646-722-8900

Fax: 646-722-8988

E-mail: centron@centroncom.com

Web: www.centroncom.com

Founded: 2005

Parent company: HealthSTAR Communications, Inc, 1000 Wyckoff Avenue, Mahwah, NJ 07430

Officers: Marcia McLaughlin, President/CEO; Michael Metelenis, Chief Creative Officer; Maria Fasulo, EVP, Managing Director; Madeleine Gold, EVP, Managing Director; Letty Albarran, EVP, Creative Director; Frederick Rescott, EVP, Creative Director; Brian Schwartz, SVP, Director of Operations; Don Hov, CFO

2011 Gross Income: \$15 million to \$25 million

Full-time Employees: 70 (2011) 80 (2010)

U.S. billings breakdown by media/source

	2011	2010
Promotional medical education	20%	20%
Advertising	80	80
Promotional medical education	20	

Healthcare accounts: Abbott: Men's Health Franchise; AstraZeneca: Vimovo; Bayer Pharmaceuticals/Onyx: Nexavar; CareFusion Corporation: ChlorPrep; Daiichi Sankyo Co., Ltd.: Cardiovascular Franchise; Depomed, Inc.: Gralise; Eisai Inc.: Aloxi, Dacogen, Fragmin, Gliadel, Ontak; Forest Laboratories, Inc.: Daliresp, Cariprazine; Genta: Genasense; OraPharma, Inc.: Arestin; Seaside Therapeutics: STX209/STX107; Shionogi Inc.: Ospemifene, Prenate; Vertex Pharmaceuticals: Incivek
Number of Accounts gained: 10

Accounts gained: AstraZeneca: Seroquel XR, Vimovo; Bayer/Onyx: Nexavar; Cephalon: Actiq/Fentora REMS program; Daiichi Sankyo: Welchol, Hypertension Franchise; Depomed: Gralise; Eisai: Neuroscience Franchise, Corporate Communications; Merz: Naftin 2% cream, Naftin 1% gel, Aluvea, Aqua Glycolic Shampoo/Lotion; OraPharma: Arestin; Shionogi: Prenate, Ospemifene; Vertex: Pharmaceuticals, Incivek

Number of Accounts lost: 1

Accounts lost: Dey: Emsam

Services: CENTRON provides the following services in-house, including account services, creative, branding, advertising, production, media, relationship marketing, strategic consultation, consumer marketing, interactive marketing, promotional medical education, pub planning, KOL development, and ad boards.



FEATURED WORK

Description: Naftin Cream 2% launch campaign

Creative/account team: Copy: Mark Schofield; Art: Bill Wiles; Account: Helen Wong

Media team: Lori Paige

Why this ad is special: An iconic symbol of strength beneath a memorable headline that tells you exactly what's new about the product. You barely need to read it to get it, and when you've read it once, it sticks. This ad gave brand sales exactly the energizing boost that Merz Pharmaceuticals was looking for.

Chandler Chicco Companies

450 West 15th Street, Suite 700

New York, NY 10011

Phone: 212-229-8400

Fax: 212-229-8496

E-mail: info@chandlerchicco.com

Web: www.chandlerchicco.com

Founded: 1995

Parent company: inVentiv Health, 1 Van de Graaff Drive, Burlington, MA 01803

Officers: Paul Meister, CEO, inVentiv Health; Robert Chandler, President & CEO, Chandler Chicco Companies

2011 Gross Income: \$65 million to \$100 million

Full-time Employees: 380 (2011) 291 (2010)

Services: Public relations, digital and social media, medical and scientific education, marketing and branding, graphic design and multi-media, event production, and research and measurement

Offices: Los Angeles; Washington, DC

Divisions: Allidura Consumer; Biosector 2; Brandtectonics; Chamberlain Healthcare PR; Chandler Chicco Agency; Chandler Chicco Productions; Determinus; Haas & Health Partner PR; Ingenda Communications; Litmus Medical Marketing & Education; 'nition Design; SanCom Creative Communications Solutions; SharedVoice PR; Verstone Digital

closerlook, inc.

212 W. Superior, Suite 300
Chicago, IL 60654

Phone: 312-640-3700

Fax: 312-640-3750

E-mail: emitchell@closerlook.com

Web: www.closerlook.com

Founded: 1987

Officers: David Ormsher, CEO; Jon Sawyer, Principal

2011 Gross Income: \$10 million to \$15 million

Full-time Employees: 49 (2011) 45 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional digital/web/mobile	100%	100%

Healthcare accounts: Takeda Pharmaceuticals U.S.A., Inc.; Novo Nordisk A/S Novo Nordisk Inc.; GlaxoSmithKline; Astellas Pharma US, Inc.; Janssen Pharmaceuticals, Inc.; Healthpoint Biotherapeutics

Services: Our team combine the best thinking with the best talent to deliver: marketing-communications strategy, internet and technology development, interactive and print design, content development and motion media.

New Hire Detail: Pete Clancy, Director of Strategy



FEATURED WORK

Description: ULORICrx.com is a physician relationship-marketing Website with acquisition and retention campaigns and tactics. As lead ULORIC relationship marketing and digital agency, we also manage all tracking, reporting and analytics for the program. This

site contains a large amount of sales force integration including reporting and acquisition and retention tactics.

Creative/account team: Allison Davis, Nikkie Jones, Tyler Uteg, Dave Reidy, Jon Sarmiento, Ryan Kasner, Jaii Beckley, Autumn Pierce, Sheau Hui Ching

CMI/Compas

2200 Renaissance Boulevard, Suite 160
King of Prussia, PA 19406

Phone: 484-322-0880

Fax: 484-322-0888

Web: www.cmimedia.com

Founded: 1989

Officers: Stan Woodland, CEO; Ken Jones, Managing Partner; James Woodland, Chief Operating Officer; Susan Dorfman, Chief Marketing & Innovation Officer; John Donovan, Chief Financial Officer; Nicole Woodland DeVan, Senior VP, Buying Services & Deliverables; Mike Miller, Senior VP, Healthcare & Clinical Content Services; Nancy Logue, Senior Director, Human Resources

2011 Gross Income: \$15 million to \$25 million

Full-time Employees: 154 (2011) 176 (2010)

Healthcare accounts: Abbott (all divisions), Amgen, Amylin, Astellas, AstraZeneca, Bayer, Boehringer Ingelheim, Calpis, Cephalon, EKR Therapeutics, Lilly, J&J, Genzyme, Gilead, GSK, Meda, Medicis, P&G, Shire, Takeda, Teva, Zimmer

Number of Accounts gained: 17

Services: Media buying, media planning, search marketing, research and analytics, design, information technology

New Hire Detail: Karen Lichtig, SVP, Media Director; Calvin Butts, VP, Strategic Services; Carly Kuper, VP, Strategic Marketing & Corporate Communications

Offices: Pennsauken, NJ; Philadelphia PA; New York, NY

Divisions: Consumer, HCP, Search, Analytics

Compass Healthcare Marketers

200 Princeton South Corporate Center, Suite 320

Ewing, NJ 08628

Phone: 609-688-8440

Fax: 609-688-8399

E-mail: info@compasshc.com

Web: www.compasshc.com, www.compassinnovates.com

Founded: 2003

Officers: Peter H. Nalen, President/CEO; Kristin M. Keller, Executive VP; Trista Walker, VP, Operations; Stephanie Maier, Associate Director, Operations; John Siemienski, Director, Technology; Michael Ward, Creative Director; Justin Mathews, Director, Account Services; Abey Abraham, Director, Project Management

2011 Gross Income: \$5 million to \$10 million

Full-time Employees: 35 (2011) 34 (2010)

Healthcare accounts: Actelion Pharmaceuticals US, Inc.; Ventavis, Veletri, Tracleer, Zavesca; Prometheus, Inc.; Proleukin; Corcept Therapeutics; Korlym; Upsher-Smith Laboratories, Inc.; Intranasal midazolam (Artemis 1); Raptor Pharmaceutical Corporation; Cysteamine bitartrate (RP-103); Santarus, Inc.; Glumetza, Cycloset, Uceris, Rhucin; Chelsea Therapeutics, Inc.; Northera; Ipsen Biopharmaceuticals, Inc.; Somatuline Depot, Increlex; Jazz Pharmaceuticals Plc.; Elestrin; Orphan Europe; Carbaglu

Number of Accounts gained: 6

Accounts gained: Santarus, Inc.; Uceris, Rhucin; Corcept Therapeutics; Korlym; Upsher-Smith Laboratories, Inc.; Intranasal midazolam (Artemis 1); Raptor Pharmaceutical Corporation; Cysteamine bitartrate (RP-103); Chelsea Therapeutics, Inc.; Northera

Number of Accounts lost: 2

Accounts lost: Dey Pharma, L.P.; Perforomist; Baxter Healthcare Corporation; Feiba

Services: Interactive marketing, patient branding, patient programs, research, strategy and analytics, community engagement and social media

New Hire Detail: Julia Olf, Associate Director, Strategy

Offices: Compass Healthcare Marketers - WEST, 300 Montgomery Street, Suite 206, San Francisco, CA 94104

Concentric Pharma Advertising

175 Varick Street, 9th Floor

New York, NY 10014

Phone: 212-633-9700

Phone: 212-675-2209

E-mail: info@concentricpharma.com

Web: www.concentricpharma.com

Founded: 2002



Core Create/Brandkarma

100 Franklin Square Drive, Suite 201
Somerset, NJ 08873

Phone: 732-748-0661

Fax: 732-748-0430

E-mail: info@brandkarma.org

Web: www.brandkarma.org

Founded: 1991

Parent company: The Core Nation, 100 Franklin Square Drive, Suite 201, Somerset, NJ 08873

Officers: Ken Ribotsky, President & Chief Executive Officer; Dorene Weisenstein, Executive Vice President & Chief Creative Officer; Devon Malecki, MD, Senior Vice President, Medical & Brand Strategy; Ken Kramer, PhD, Senior Vice President & Medical Director; Gicell Schaezler, Vice President & Director of Client Services; & Paul Moorcroft, Group Financial Controller

2011 Gross Income: \$5 million to \$10 million

Full-time Employees: 42 (2011) 40 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional print ads	17%	17%
Sales materials	50	40
Professional digital/web/mobile	10	15
Promotional medical education	5	10
Direct marketing	13	13
Public relations	3	3
Other	2	2

Healthcare accounts: Watson Pharmaceuticals: Gelnique; ZymoGenetics: RecoThrom; Ortho Dermatologics: Biafine, Ertaczo; Genzyme: Myozyme, Lumizyme; Providence Speech & Hearing: Corporate; American Cancer Society: Great American Smokeout; Bracco Diagnostics: RSDL; Prometheus Laboratories: Crohn's Prognostic, Monitor IFX, Lotronex; Valeant Pharmaceuticals: Dr. LeWinn by Kin-erase, CeraVe; Intellectual Ventures: Corporate; Ventus Medical: Provent Therapy; AcelRx: New Product; Cadence: Ofirmev; SkinMedica: Skin Care Line

Number of Accounts gained: 5

Accounts gained: SkinMedica: Skin Care Line; Ventus Medical: Provent Therapy; Cadence: Ofirmev; Prometheus Laboratories: Monitor IFX; and AcelRx: New Product.

Services: Brand development, advertising and promotion, medical communications, consumer and patient communications, Web development, digital programs, online marketing, iPad application development, and public relations.

New Hire Detail: Gicell Schaezler, Vice President & Director of Client Services, was hired on December 19, 2011. Ken Camastro, Creative Director of Art, was hired on May 21, 2012.

Offices: Brandkarma, LLC, 17992 Mitchell South, Suite 200, Irvine, CA 92614

Divisions: Alpha & Omega Worldwide, LLC



FEATURED WORK

Description: 2012 RECOTHROM Print Campaign

Cramer

425 University Avenue

Norwood, MA 02062

Phone: 781-278-2300

Fax: 781-278-8464

E-mail: marketing@cramer.com

Web: www.cramer.com

Founded: 1982

Officers: Tom Martin, CEO; Rich Sturchio, President; Darren Ross, EVP-Solutions; Ann Cave, EVP-Business Development & Account Services; Tim Martin, Executive Vice President, Operations; Julie Walker, RN, Executive Vice President, Corporate Development; T.J. Martin, Executive Vice President, Managing Director; Derrick Wood, SVP-Creative Services

2011 Gross Income: \$5 million to \$15 million

Full-time Employees: 136 (2011) 155 (2010)

U.S. billings breakdown by media/source

	2011	2010
Digital marketing	65%	70%
Event production	35	30

Healthcare accounts: Siemens Healthcare, MAMMOMAT Inspiration; EMD Serono, Rebif; Ariad, Ariad Chronic Myeloid Leukemia (CML) Response Tracker; Fresenius Medical, Kidney Dialysis; BG Medicine, Galectin-3; CTCA (Cancer Treatment Center of America), Outreach to recently diagnosed cancer patients; Plus 22 other healthcare clients

Number of Accounts gained: 5

Services: Cramer is a leading creative marketing agency focused on engaging audiences both face-to-face and online. We liberate clients from the confines of linear marketing with our ability to fuse creativity, technology and quality content to tell brand stories that enable teams, launch products, and build relationships.

New Hire Detail: Zach Nelson, VP-Strategic Services & Marketing; David Bierut, Senior Director, Digital Strategy and Analytics; Chris Nugent, Marketing Director

DDB Worldwide

437 Madison Avenue

New York, NY 10022

Phone: 212-415-2168

Web: www.ddbhealthgroup.com

DevicePharm, Inc.

2100 Main Street, Suite 250

Irvine, CA 92677

Phone: 949-271-1180

Fax: 949-271-1198

E-mail: info@DevicePharm.com

Web: www.DevicePharm.com

Founded: 2002

Officers: Clay Wilemon, CEO & Chief Strategy Officer; Jon Hermie, President

2011 Gross Income: \$10 million to \$15 million

Full-time Employees: 23 (2011) 22 (2010)

Healthcare accounts: Serves over 30 healthcare clients including: Abbott Medical Optics, Abbott Molecular, Avantis Medical Systems, Baxter Biosurgery, Cianna Medical, Endologix, EPIC Diagnostics, St. Jude Medical, Tenex Health

Number of Accounts gained: 6

Services: Marketing strategy and planning, brand development, product launches, digital and interactive media, Web design, online medical education, digital selling applications, multimedia production, advertising, direct marketing, DTC, PTC, patient education, trade show promotion



FEATURED WORK

Description: The Plex-ID System is transforming patient care by enabling clinicians to identify and characterize microbes—both uniquely and broadly. The ad draws a sharp contrast between traditional process-of-elimination diagnostics and the Plex-ID's innovative method. In fact, the ad illustrates this contrast quickly and simply, just like the Plex-ID System itself.

Creative/account team: Lead Creative: Gary Frederickson; Account Team: Katherine Wiseman, Jon Hermie

Why this ad is special: This creative defines the benefit of a highly technical solution in clear, simple terms. It differentiates the quick and specific way that Plex-ID identifies pathogens compared to traditional process-of-elimination diagnostics.

The ad also positions this breakthrough as a new category, a new way of thinking, and a new clinical advantage.

DiD

424 S. Bethlehem Pike
Ft. Washington, PA 19034

Phone: 215-619-8650

Fax: 215-283-6005

E-mail: contact@directid.net

Web: www.didagency.com

Founded: 2004

Officers: Rick Sannem, Partner; Peter Kenney, Partner; Patty Henhoefer, Managing Director

2011 Gross Income: \$5 million to \$10 million

Full-time Employees: 40 (2011) 35 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional print ads		2%
Sales materials	26%	39
Professional digital/web/mobile	15	16
Other	59	43

Healthcare accounts: Alcon Canada: Vitalux; Bausch & Lomb; Biomers; McNeil: Tylenol, Children's Tylenol, Children's Motrin; McNeil Nutritionals: Splenda, Lactaid; NuPathe; NutriSystem D; OraPharma: Arestin; WellSpring Pharmaceutical: Emetrol, Dyrenium

Number of Accounts gained: 1

Accounts gained: NuPathe

Number of Accounts lost: 1

Accounts lost: Zyrtec Professional (digital)

Services: We have a talent for uncovering the unique insights that generate big ideas. We never stop chasing the ideal Strategy, Planning, and Creative (Branding, Digital, Print, Video), so our clients experience real market-moving results.



FEATURED WORK

Description: A series of direct and relevant "how-to" videos that answer the most frequently searched issues related to pain relief. Hosted by credible, trustworthy medical experts, these vignettes are designed to bring the calming voice of the professional directly into the homes of anxious young mothers. 12 in English; 2 in Spanish.

Creative/account team: Creative Team: Peter Kenney, Partner; Scott Whitham, Ken Barbet, Directors; Mary Ann Porch, Jennifer Reid Holman. Writers Account Team: Rick Sannem, Partner; Chris Student, Group Account Supervisor; Kim Johnson, Account Execu-



tive, Production Team: Patty Henhoefer, Managing Director; Melissa Sfida-Allen, Executive Producer; Lindsay Dearing, Managing Producer; Ryann Dennis, Associate Managing Producer

Why this ad is special: Creatively the vignettes were created with a unique, hand-drawn visual style so to make them stand-out within search windows. The background settings were chosen to make the mother feel at home. Finally, the scripts were written with deep insight into what relief young mothers are searching for and how they phrase their searches.

Digitas Health

100 Penn Square East, 11th Floor

Philadelphia, PA 19107

Phone: 215-545-4444

Fax: 215-545-4440

E-mail: info@digitashealth.com

Web: www.digitashealth.com

Founded: 2007

Parent company: Publicis Healthcare Communications Group, 1675 Broadway, 8th Floor, New York, NY 10019

Officers: Alexandra von Plato, President & Global Chief Creative Officer; Michael du Toit, President; Matt McNally, EVP, Global Chief Media Officer; Michael Golub, MD, Chief Medical Officer

2011 Gross Income: More than \$100 million

Full-time Employees: 500 (2011) 550 (2010)

Healthcare accounts: Abbott, AstraZeneca, Amgen, athenahealth, Bristol-Myers Squibb, Forest, Ironwood, Genzyme, Gilead, GlaxoSmithKline, International Osteoporosis Foundation, Novartis, Novo Nordisk, Pfizer, Sanofi, Shire, Target, UCB

Number of Accounts gained: 14

Number of Accounts lost: 1

Services: Brand agency of record - all channels; digital media agency of record; global marketing technology platforms

New Hire Detail: Tim Pantello as SVP, Head of Marketing; Pete Walker as SVP, Head of Technology; Geoff McCleary as VP/Group Director, Mobile Innovation

Offices: New York

Divisions: Digitas Health EU (London)

Draftfcb Healthcare

100 West 33rd Street

New York, NY 10001

Phone: 212-672-2300

Fax: 212-672-2301

E-mail: Draftfcb.CorporateCommunications@draftfcb.com

Web: www.draftfcbhealthcare.com

Founded: 1977

Parent company: Interpublic Group of Companies, 1114 Avenue of the Americas, New York, NY 10036

Officers: Dana Maiman, CEO & President, Draftfcb Healthcare/CEO Draftfcb New York; Rich Levy, EVP, Chief Creative Officer, Draftfcb Healthcare; Linda Wu, EVP, Chief Operating Officer; Carl Sherman, EVP, CFO, Draftfcb Healthcare; Lisa Dujat, SVP, Chief HR Officer; Tom Domanico, Chairman Emeritus, Draftfcb Healthcare

2011 Gross Income: More than \$100 million

Full-time Employees: 354 (2011) 245 (2010)

Agency A-to-Z

U.S. billings breakdown by media/source

	2011	2010
Professional print ads	10%	30%
Sales materials	20	
Professional digital/web/mobile	20	30
Consumer print ads	5	
Consumer broadcast	10	
Consumer digital/web/mobile	10	
Promotional medical education	7	
Managed care	15	8
Media planning	3	3
DTC/DTP		24

Healthcare accounts: Boehringer Ingelheim: BIBF; Boehringer Ingelheim/Pfizer: Spiriva; Bristol-Myers Squibb Co: BMS 001, BMS AI, Elotuzumab, Erbitux, Erbitux Biomarker, Yervoy; Grifols: Prolastin; GlaxoSmithKline: Agatrob, Promacta, Treximet, Tykerb/Tyverb; Iroko: Nano diclofenac; Janssen: Remicade (derm), Stelara; Lilly: Amyvid, Solanezumab; MedImmune Inc.: FluMist, Synagis; Medtronic Inc.: Diabetes Product Therapies Family, Spinal & Orthopedic Products & Therapies; Nestle Nutrition: Gerber Infant Nutrition, Institutional Portfolio; Novartis: Amturnide, Ilaris, Gilenya, Tekamlo, Tekturna; PerkinElmer: NTD Labs, ViaCord; Pfizer: Estring; TEVA: Plan B, Nuvigil; Vivus: Qnexa, Stendra

Number of Accounts gained: 11

Accounts gained: Boehringer Ingelheim: BIBF; BMS: Elotuzumab, Erbitux, Erbitux Biomarkers; GSK: Tykerb/Tyverb; Iroko: Nano diclofenac; Lilly: Amyvid, Solanezumab; Medtronic Inc.: Spinal/Kyphon; Nestle Nutrition: Gerber Infant Nutrition; Vivus: Stendra

Services: Analytics, branding/logo development, convention, DTC/DTP, eRM, in-office marketing, life-cycle management, managed care, MOA videos, media, medical education, mobile marketing, premarket conditioning, professional advertising, rep training, SEM/SEO, social media monitoring, starter kits, strategic planning/market research, Website

New Hire Detail: Janis Cohen, EVP, Managing Director

Offices: AREA 23, NeON

Divisions: dDFCB, digital strategy, creative, and production, video and motion graphics; Mosaic, managed markets; ProHealth, medical education



It's a campaign that demands attention and captures interest. The images are meant to stop you, but they're also there to bring a bit of empathetic humor to the subject. After seeing the print ad, people living with COPD should come to the conclusion that it's absurd to live with the situation when there's something you can do about it. Thanks to SPIRIVA, the print ad will show these COPD patients, it can be easier to live with COPD. And that can be like a weight off their chests.

FEATURED WORK

Ad Description: Product: Spiriva Creative/Media Team: CONTRIBUTING TEAM: Rich Levy, Chief Creative Officer; Auge Reichenberg EVP, Group Creative Director; John Palisay, VP Creative Director; Tom Mcloughlin—VP, ACD; Nanci Silverman—SVP Group Management Director; Elise Sherman—Account Director; Adam Saltman—Account Executive; Sneha Ramachander—Account Executive

Why is it special: People with COPD describe the uncomfortable sensation of breathing with this condition as feeling "like I have an elephant on my chest". So we figured, why not take that metaphor and make it the heart of our campaign?

Dudnyk

5 Walnut Grove Drive, Suite 280

Horsham, PA 19044

Phone: 215-443-9406

Fax: 267-532-1021

E-mail: fpowers@dudnyk.com

Web: www.Dudnyk.com

Founded: 1993

Officers: Frank X. Powers, President; Christopher Tobias, PhD, EVP, Chief Scientific Officer & Director of Business Development; Barry Schmader, EVP, Chief Creative Officer; Drew Desjardins, SVP, Strategic Planning & Account Management; Scott Greisler, SVP, General Manager, San Diego; Becky Bodenner, SVP, Creative Director; Ellen Schneider, VP, Professional Services

2011 Gross Income: \$10 million to \$15 million

Full-time Employees: 63 (2011) 60 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional print ads	20%	35%
Sales materials	20	30
Professional digital/web/mobile	30	25
Consumer digital/web/mobile	15	
Direct marketing	15	10

Healthcare accounts: AstraZeneca; Carticept Medical; Chelsea Therapeutics Dentsply Pharmaceutical; Dentsply Professional; Endo Pharmaceuticals; Medtronic Diabetes; Merck & Co.; OSI Pharmaceuticals; ViroPharma Incorporated

Number of Accounts gained: 5

Accounts gained: Medtronic Diabetes; Endo Pharmaceuticals; Chelsea Therapeutics; ViroPharma, US Professional; Carticept Medical

Number of Accounts lost: 3

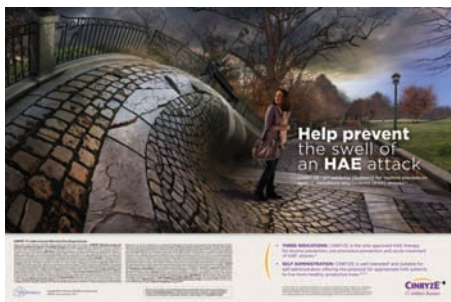
Accounts lost: AMAG Pharmaceuticals: Feraheme (Resigned); Inspire Pharmaceuticals: Azasite (Product Sold); Angelini-LaboPharm: Oleptro (Product Sold)

Services: Brand identity, positioning/messaging, campaign development, disease state awareness, launch planning, professional sales promotion, nonpersonal promotion, patient education, digital communications, rebranding

New Hire Detail: After nearly two decades in pharmaceutical marketing at Wyeth and then Pfizer, industry veteran Drew Desjardins joined Dudnyk as Senior Vice President, Strategic Planning and Account Management. Lynn Paolicelli, RN, also joined the agency in 2011 as VP, Director of Digital Strategy. Lynn's primary responsibility will be to optimize multichannel marketing opportunities for all client content.

Offices: San Diego, San Francisco

Divisions: Professional, Patient, Digital, Managed Markets, Scientific



FEATURED WORK

Description: Untreated HAE patients can experience anywhere from 20 to 100 days of incapacitation a year due to HAE attacks. We found the debilitating nature of the attacks and the emotional impact of anticipation to be the unique insight necessary to communicate the importance of prevention with CINRYZE.

Creative/account team: Barry Schmader, EVP, Chief Creative Officer; Laurie Bartolomeo, Creative Director, Copyl John Kemble, Creative Director, Art; Hilary Usalis, Account Supervisor

Media team: In-house

Why this ad is special: Untreated HAE patients can experience anywhere from 20 to 100 days of incapacitation a year due to HAE attacks. We found the debilitating nature of the attacks and the emotional impact of anticipation to be the unique insight necessary to communicate the importance of prevention with CINRYZE.

DWA Healthcare Communications Group

630 W. Carmel Drive, Suite 200
Carmel, IN 46032

Phone: 317-208-3600

Fax: 317-208-3650

E-mail: info@dwahcg.com

Web: www.dwahcg.com

Founded: 1994

Officers: Deborah B. Wood, MFA, Chief Executive Officer, DWA Healthcare Communications Group; William L. Brooks, MSSM, Chief Operating Officer, DWA Healthcare Communications Group; Kevin Hanne, CPA, Chief Financial Officer, DWA Healthcare Communications Group; Monica Nelson, CPA, Vice President of Accounting, DWA Healthcare Communications Group; Leslie Doane, SPHR, Executive Director, Human Resources & Corporate Compliance, DWA Corporate Services Division; Bruce J. Bellande, PhD, FACME, CCMER, Chief Education Officer & Chief Compliance Officer, DWA Medical Science & Education Division (MCORE); Murali Gopal, MD, Chief Medical Officer, DWA Medical Science & Education Division (MCORE); Eric Prouty, Chief Officer, Avant Healthcare Marketing; Tammy Prouty, Senior Vice President, Avant Healthcare Marketing

2011 Gross Income: \$25 million to \$40 million

Full-time Employees: 177 (2011) 163 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional digital/web/mobile	5%	2%
Promotional medical education	48	68
Strategic brand planning & mgmt.	27	20
Med., scientific & ed design & dev.	15	10
Access & reimbursement	5	

Number of Accounts gained: 12

Services: Strategic marketing, global program services, relationship management, meeting planning services, curriculum design, medical and scientific content, research and analytics, digital and design solutions, certified medical education (through CME Enterprise)

New Hire Detail: Kevin Hanne, CPA, Chief Financial Officer, DWA Healthcare Communications Group. Kevin joined the DWA team in April 2012.

Offices: Staff resources located in Chicago, IL; Los Angeles, CA

Divisions: Avant Healthcare Marketing; CME Enterprise

Entree Health

220 E. 42nd Street
New York, NY 10017

Phone: 212-896-8000

Web: www.entreehealth.com

Euro RSCG Life 4D

200 Madison Avenue
New York, NY 10016

Phone: 212-532-1000

Fax: 212-251-8819

Web: www.eurorscglife.com/life/4d

Founded: 2009

Parent company: Havas Worldwide Health, 200 Madison Avenue, 9th Floor, New York, NY 10016

Officers: Larry Mickelberg, Partner & Chief Digital Officer; Erik Mednis,

Chief Creative Office; Johanna Skilling, EVP Strategy; Barry Goldberg, SVP Operations

Full-time Employees: 125 (2011) 105 (2010)

Services: Euro RSCG Life 4D is a next-generation health agency that uses cutting-edge digital and communications technologies to help simplify the connection between people and health.

Euro RSCG Life LM&P

200 Madison Avenue
New York, NY 10016

Phone: 212-251-7900

Fax: 212-213-0449

Web: www.eurorscglife.com/life/lmp

Founded: 1980

Parent company: Havas Worldwide Health, 200 Madison Avenue, 9th Floor, New York, NY 10016

Officers: Christine D'Appolonia, Managing Director; Cris Morton, Managing Director; Noel Castro, Chief Creative Officer; Allison Ceraso, Executive Creative Director

Full-time Employees: 180 (2011) 165 (2010)

Services: Our unique approach delivers business-building ideas through our unified team structure consisting of creative/content development, digital/channel expertise, medical education, managed markets/payor strategy, strategic planning, and medical direction.

Offices: Chicago

Euro RSCG Life MetaMax

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

Phone: 212-726-5050

Fax: 212-726-5070

Web: www.eurorscglife.com/life/metamax

Founded: 2003

Parent company: Havas Worldwide Health, 200 Madison Avenue, 9th Floor, New York, NY 10016

Officers: Marc Porter, Managing Director; Laurel Rossi, Managing Director; Diane Pencek, Director of Professional Services; David Gerson, Executive Creative Director; Sonnie Kang, EVP, Director of Client Services; Christian Pattman, EVP, Director of Client Services; Joyce Hoffman, Practice Leader Managed Markets; Liz Czerny, SVP Management Supervisor Medical Education

Full-time Employees: 170 (2011) 140 (2010)

Services: Euro RSCG Life MetaMax are agile entrepreneurs that have a track record of delivering big ideas that go beyond the bounds of traditional thinking, taking brand success beyond customers' expectations. We deliver real-time, relevant and truly integrated solutions for today's marketing challenges.

Eveo Communication Group

303 Second St., South Tower, Suite 600
San Francisco, CA 94107

Phone: 415-749-6777

Phone: 415-263-8964

E-mail: contact@eveo.com

Web: www.eveo.com



evoke interaction

920 Broadway, 12th Floor
New York, NY 10010

Phone: 212-228-7200

Fax: 212-228-2156

E-mail: reid.connolly@evokeinteraction.com

Web: www.evokeinteraction.com

Founded: 2006

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

Officers: Reid Connolly, CEO, Founder; Heather Torak, COO; Mike Dennelly, Managing Director, New York City; Tom Donnelly, Managing Director, Philadelphia; Chris Beaton, VP, Client Partner; Eric Daly, VP, Client Partner; Michelle Kelly, VP, Group Account Director; Ben Mallory, VP, Group Creative Director; Geoff Council, Executive Creative Director

Services: evoke is a full-service healthcare marketing agency with a heritage in digital innovation.

Offices: One South Broad Street, 13th Floor, Philadelphia, PA 19107

extrovertic

30 West 21st Street, 3rd floor
New York, NY 10010

Phone: 646-312-6000

E-mail: dorothy@extrovertic.com

Web: www.extrovertic.com

Founded: 2009

Officers: Dorothy Wetzel, CEO/Chief, Extrovertic; Bill Fleming, Partner, Chief Strategy, Extrovertic; Valerie Bugtai-Elias, Chief Account, Extrovertic; Thomas Millar, Chief Creative, Extrovertic

2011 Gross Income: \$5 million to \$10 million

Full-time Employees: 40 (2011) 10 (2010)

U.S. billings breakdown by media/source

	2011	2010
Sales materials	5%	
Professional digital/web/mobile	5	
Consumer print ads	5	35%
Consumer digital/web/mobile	5	5
Direct marketing	30	30
Patient education	20	
Marketing consulting	30	30

Healthcare accounts: EMD Serono: Egrifta, Gonal F; Pfizer: Cerenia, Pfizer Animal Health Corporate; Vertex Pharmaceuticals: Incivek

Number of Accounts gained: 5

Accounts gained: EMD Serono: Egrifta, Gonal F; Pfizer: Cerenia, Eliquis (consulting project); Vertex Pharmaceuticals: Kalydeco (consulting project)

Services: Consumer communication: advertising, patient education, RM, digital/social media. Professional promotion: multichannel, digital/social media. Strategy Consulting: marketing, mix, DTC investment, brand architecture development, digital strategy

New Hire Detail: Extrovertic brought in two key executives. Bill Fleming joined extrovertic as a Partner, in charge of strategy and multichannel promotion, and Tom Millar came on as Chief Creative Extrovertic

Offices: Extrovertic Cambridge, 162 Sidney Street, Cambridge, MA 02139, 617-225-0300



FEATURED WORK

Description: We maintained the core benefits of the brand—strength and speed—while representing the patient in an inspirational light. Our iconic interpretation shows a variety of individuals, men and women, battling hepatitis C by boxing and kickboxing through the exploding hepatitis C virus.

Creative/account team: Thomas Millar, Chief Creative, Extrovertic;

Susan Wall, Creative Director, Extrovertic; Jacqi Berman, Lead RM Copy, Extrovertic; Peter Van Bloem, Content Simplifying, Extrovertic; Valerie Bugtai-Elias, Chief Account, Extrovertic; Lucie Bayer, VP, Account, Extrovertic; Erica Ames, Supervising Account, Extrovertic; Matt Seltzer, Supervising Account, Extrovertic

Media team: Merry Heim, Vice President; Alicia Kim, Associate Media Director; Matt Schaeffer, Media Director

Why this ad is special: The ad delivers by providing empathy and at the same time capturing the fighting spirit of the patients. In the DTC world of happy, smiley people, the ad breaks through with distinctive branding and emotional messaging.

FingerPaint Marketing

The Lofts at 18 Division Street, Suite 414
Saratoga Springs, NY 12866

Phone: 518-693-6960

Fax: 518-693-6962

E-mail: info@fingerpaintmarketing.com

Web: www.fingerpaintmarketing.com

Founded: 2008

Officers: Ed Mitzen, Partner; Jaime Butler-Binley, Partner/Creative Lead; Patrick O'Shea, Partner/Account Service Lead; Andy Pyfer, Partner/Marketing Strategy

2011 Gross Income: Under \$5 million

Full-time Employees: 27 (2011) 24 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional print ads	10%	10%
Sales materials	10	10
Professional digital/web/mobile	20	20
Consumer print ads	10	10
Consumer broadcast	5	5
Consumer digital/web/mobile	20	20
Promotional medical education	10	10
Direct marketing	10	10
Public relations	5	5

Healthcare accounts: Alimera Sciences Inc.: Iluvien; CDPHP: Corporate; Ikaria Inc.: Inomax; Merz Aesthetics: Corporate; Astex Pharmaceuticals: Corporate; Ad-dex Pharmaceuticals: Corporate; Jazz Pharmaceuticals: Elestrin, Gesticare DHA, Natelle One; Drake Precision Dental Laboratory: Corporate; Medicis Pharmaceutical Corporation: Ziana; Pacira Pharmaceuticals, Inc.: Corporate; Pharmaceutical Marketing Research Group: Corporate; Purina Mills: LabDiet; Upsher-Smith Laboratories, Inc.: Prelaunch Epilepsy; Delta Marketing Dynamics; Alpha Scrip Inc.: Diamondback Drugs; Covidien: Pennsaid, Exalgo

Number of Accounts gained: 9

Accounts gained: Addex Pharmaceuticals: Corporate; Jazz Pharmaceuticals: Elestrin, Gesticare DHA, Natelle One; Drake Precision Dental Laboratory: Corporate; Medicis Pharmaceutical Corporation: Ziana; Pacira Pharmaceuticals, Inc.: Corporate; Pharmaceutical Marketing Research Group: Corporate; Pinnacle: PDT with Photofrin; Purina Mills: LabDiet; Upsher-Smith Laboratories, Inc.: Prelaunch Epilepsy

Services: Full range of strategic, branding and interactive/digital services creating solutions for B2B, consumer and pharmaceutical clients, including strategic planning, brand development, print, broadcast, direct marketing, public relations, social media, digital marketing, Web, SEM, mobile and analytics.

Offices: Wayne, PA

Flashpoint Medica

158 W. 29th Street, Floor 5
New York, NY 10001

Phone: 212-894-9750

Fax: 212-894-9751

E-mail: info@flashpointmedica.com

Web: www.flashpointmedica.com

Founded: 2005

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

Officers: Charlene Prounis, CEO & Managing Partner; Helen Appelbaum, President & Partner; Bebe Bernstein, SVP, Director of Operations; Steve Frederick, EVP, Creative Director; Steve Witt, SVP, Creative Director; Yaron Landow, SVP, Director of Strategic Services; Nicole Johnson, SVP, Director of Digital Strategy

Full-time Employees: 75 (2011) 75 (2010)

Healthcare accounts: Acorda Pharmaceuticals, Inc: Ampyra; Angiotech: Quill; Celgene: Lifebank USA; Crescendo Biosciences: Vectra DA; Geistlich: Bio-Oss, Bio-Gide; Genentech: Tarveca, Nutropin, Actemra; Gilead: QUAD, Complera; Ipsen: Dysport; LifeCell: AlloDerm, AlloDura; Novartis: Afinitor

Number of Accounts gained: 7

Accounts gained: Celgene: Lifebank USA; Geistlich: Bio-Oss, Bio-Gide (bone reconstruction) branding project; Genentech: Actemra; Gilead: Quad, Complera; LifeCell: SPY Elite - new product launch project; Novartis: Afinitor; Vectra DA: DTP AOR

Number of Accounts lost: 3

Accounts lost: BioSense Webster: devices; Genentech: Herceptin; NPS: Gattex

Services: Flashpoint Medica is a full-service multichannel agency, entrepreneurial at heart, dedicated to building healthcare brands, with exceptional capabilities in key growth specialty markets.

New Hire Detail: Yaron Landow, SVP, Director of Strategic Services; Nicole Johnson, SVP, Director of Digital Strategy

GA Communication Group

One E. Wacker Drive, 32nd Floor
Chicago, IL 60601

Phone: 312-803-1900

Fax: 312-830-1999

E-mail: info@gacommunication.com

Web: www.gacommunication.com

Founded: 1982

Officers: Joe Kuchta, CEO; Mark Goble, President/COO; Geoff Melick, EVP Chief Creative & Innovation Officer; Nancy Finigan, EVP Managing Director; Elizabeth Estes, EVP Chief Strategy Officer; Ryan Van Pelt, SVP Managing Director; Jody Cahill, SVP Director of Agency Operations

Services: GA Communication Group is an independent communication and marketing agency focused on healthcare, digital and consumer markets. Established in 1982 we pride ourselves on great client relationships and top talent in the industry. We service our worldwide clientele from offices in Chicago and San Diego.

Offices: San Diego, CA

GCG Healthcare

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

Phone: 817-332-4600

Fax: 817-887-4616

Web: www.gcghealthcare.com

Founded: 1973

Parent company: Time/Money Corp.

Officers: Neil Foster, President; Allyson Cross, Director of Marketing;

Pat Gabriel, Creative Director; Rebecca Johnson, Director of Medical Education; Bruce Natale, Interactive Director

2011 Gross Income: Under \$5 million

Full-time Employees: 21 (2011) 18 (2010)

Healthcare accounts: Crown Laboratories: corporate, Blue Lizard; DFB Pharmaceuticals: corporate; DPT Laboratories, Ltd.: corporate; HMS: corporate; Matagorda Regional Medical Center: (corporate); Medicis Pharmaceutical Corporation: Solodyn, Ziana, Vanos, Triaz, Loprox, Zyclara; SteadMed Medical: Elta Silver-Gel, Elta Creme Moisturizer, Elta Incontinence Therapy, Drawtex; Taro Pharma: DND

Number of Accounts gained: 4

Accounts gained: Medicis Pharmaceutical Corporation: ZYCLARA; Taro Pharma: DND; HMS: corporate; DND

Number of Accounts lost: 1

Accounts lost: DND

Services: Interactive media, brand management, consumer advertising, patient communications, peer-to-peer communications, professional communications



FEATURED WORK

Description: GCG Healthcare designed and launched a comprehensive website for Aqua Glycolic. The homepage is displayed on a tablet, showing how the site was optimized for mobile viewing to enhance usability.

Why this ad is special:

The design for the Aqua Glycolic website highlights the skincare product's name and branding through wave motifs and a blue color palette.

GenR Media

845 Third Avenue

New York, NY 10022

Phone: 646-429-8323

Fax: 646-419-4065

E-mail: astanger@genrmedia.com

Web: www.genrmedia.com

Founded: 2009

Officers: Andrew Stanger, President; Steohen Glicker, Chief Technology Officer

2011 Gross Income: Under \$5 million

Full-time Employees: 32 (2011)

Healthcare accounts: Clients include pharmaceutical companies, medical education agencies, and associations/institutions.

Services: GenR Media offers a suite of programs designed to educate, captivate, and stimulate audiences in the health care community. GenR specializes in various programs including Websites, social media, video captures, e-details, mobile apps, CD-ROMs and DVDs, CMS and general interactive strategy.

ghg

114 Fifth Avenue

New York, NY 10011

Phone: 212-886-3000

Fax: 212-886-3116

E-mail: GHGNewsroom@ghgroup.com

Web: www.ghgroup.com

Founded: 1985

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

Officers: Lynn O'Connor Vos, CEO; Managing Partners: John Dietz, Erin Byrne, Cindy Machles, Paul Giroux, Michael Hudnall, John Cane-



vari; Dan Goldberg, MD, EVP, Team Chemistry CNS Franchise; Wendy Balter, President, Phase Five; Barbara Blasso, President, Imsci; Bryan Archambault, SVP, Director Client Services, Kansas City; Sharon Camisa, Managing Partner, Osprey; Walt Cassel, CFO; Robb DeFillipis, SVP, Director of Global Operations

Healthcare accounts: Bayer, Bayer Animal Health, Essilor, Bayer Oncology, Forest Laboratories, Novo Nordisk, Medtronic, Pfizer, Roche, Text4baby, Transitions Optical

Accounts gained: Medtronic, Johnson & Johnson, Bayer Animal Health
Services: ghg is a global healthcare communications company, headquartered in New York, with offices in North America, Latin America, Europe, and Asia. It is a member of the WPP Group, a global provider of advertising, branding, and marketing. It works with companies to build world-class healthcare and pharmaceutical brands among medical professionals and consumers, with a transmedia storytelling approach that covers print, digital and television broadcast media, medical education, sales force presentations and managed access strategies.

New Hire Detail: John Canevari, EVP, Chief Creative Officer; Michael Hudnall, Managing Partner; Justin Reed, VP, Interactive Creative Director; Paul Giroux, Managing Partner; Robb DeFillipis, SVP, Director of Global Operations

Offices: Stamford, CT; Kansas City, MO; Cincinnati, OH

Divisions: Avenue Grey, Phase Five, Imsci, Osprey, Darwin, WG Consulting, Hurd Studios, OnCall

Giant

1700 Montgomery, Suite 485
 San Francisco, CA 94111

Phone: 415-655-5220

Fax: 415-655-5221

E-mail: mail@giantssf.com

Web: www.giantssf.com

Founded: 2002

Officers: Steven Gold, Principal; Stephen Mullens, Principal; Larry Wolheim, Principal; Mike Sperling, Principal; Adam Gelling, Principal; Alyse Sukalski, SVP Operations

2011 Gross Income: \$15 million to \$25 million

Full-time Employees: 100 (2011) 68 (2010)

Healthcare accounts: Actelion Pharmaceuticals US: PAH franchise, Tracleer, Veletri, Ventavis, Zavesca; Amgen Inc.: Neulasta, Neupogen; Astellas Pharma US Inc./ Medivation Inc.: enzalutamide; BioMarin Pharmaceutical Inc.: Naglazyme; Boston Scientific: Bronchial Thermoplasty; Edwards Lifesciences: Sapien THV; Genentech Inc.: Lucentis; Gilead Sciences Inc.: Ranexa, Viread (project); Neutrogena Corp.: Professional dermatology products; Roche Molecular Systems: Cobas (project); Valeant Dermatology: Acanya, Atralin, corporate, Xerese, Zovirax

Number of Accounts gained: 11

Accounts gained: Genentech: Lucentis; Gilead: Viread (project); Amgen: G-CSF Franchise for Febrile Neutropenia (Interactive/Digital); Valeant Dermatology: Zovirax and Xerese; Ulthera: Ultherapy (project); Covidien: Vascular Therapies (project); Edwards Lifesciences: SAPIEN Transcatheter Heart Valve; Roche Molecular Systems: Cobas HPV Diagnostic (project); Aria Diagnostics: Prenatal Diagnostics (project); Astellas/Medivation: enzalutamide

Services: Full service, and fully integrated professional and patient promotion

New Hire Detail: Jonathan Peischl, SVP Director of Innovation and Digital Marketing; Paul Hagopian, SVP Managing Group Director; Adena Svingos PhD, SVP Medical Director; Nellie Newman, VP Digital Services

Greater than One

395 Hudson Street

New York, NY 10014

Phone: 212-252-1999

Fax: 212-252-7364

E-mail: contact@greaterthanone.com

Web: www.greaterthanone.com

Founded: 2001

Officers: Elizabeth Izard Apelles, CEO; Mark Sadowski, CFO; Patrick Rorke, COO; Kai Bouvier, VP, GAD, GTO West; Kate Drummond, VP, Media; Hung Ma, VP, Account Development; Pilar Belhumeur, Partner, Experience Design; John Mahler, Partner, Strategy; Marc Michel, Partner, Global Strategy; Marcos Regalo, VP, Search; Steve Longbons, Partner, Technology; Stefan Armstrong, HCP Strategy; Amanda Powers, Senior Partner, GTO West; Diego Anderiz, Partner, GTO EU

2011 Gross Income: \$25-\$40 million

Full-time Employees: 90 (2011) 80 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional print ads	2%	2%
Professional digital/web/mobile	33	35
Consumer print ads	2	2
Consumer digital/web/mobile	63	61

Healthcare accounts: Genentech, Access Solutions, Continuum Health Partners, Sunovion, Thomson Reuters Healthcare

Number of Accounts gained: 9

Accounts gained: Sunovion, Visiting Nurse Service of NY, Genentech/Roche
Services: GTO Integration: branding, search, media, strategic and business consulting, eCRM, technology, experience design, social, mobile/portable, insights and analytics, GTO labs

New Hire Detail: Patrick Rorke promoted to Chief Operating Officer. Kai Bouvier, Group Account Director, GTO West. Hung Ma, VP, Account Development.

Offices: Greater than One - West, 4 Embarcadero Center, San Francisco, CA 94111

Group DCA

800 Lanidex Plaza, 3rd Floor

Parsippany, NJ 07054

Phone: 973-746-7777

Fax: 973-746-7960

Web: www.groupdca.com

Founded: 1999

Parent company: PDI, Inc., Morris Corporate Center 1, Bldg. A, 300 Interpace Parkway, Parsippany, NJ 07054

Officers: Jo Ann Saitta, General Manager; Ron Scalici, Chief Innovations Officer

Services: At Group DCA we are interactive experience experts, creating programs that capture health care practitioner (HCP) attention and effectively drive engagement. Services include: multi-platform interactive desktop and mobile programs (iOS, Android and HTML5), sales rep iPad apps and e-detailing.

GSW Worldwide

500 Olde Worthington Road

Westerville, OH 43215

Phone: 614-848-4848

E-mail: contactus@gsw-w.com

Web: www.gsw-w.com

Founded: 1977

Parent company: inVentiv Health, 1 Van de Graaff Drive, Burlington, MA 01803

Officers: Joe Daley, President; Bruce Rooke, Chief Creative Officer; Dan Smith, President (GSW West); Tammy Fischer, President (GSW East); Jeff Simbrow, President (GSW Canada); Hector Estuardo, Managing Director (GSW Mexico); Treva Weaver, Chief Financial Officer

Full-time Employees: 521 (2011) 500 (2010)

Number of Accounts gained: 22

Accounts gained: Significant wins: Styrker; Mylan: 40 brands; Baxter: consolidation; Pfizer, taliglucerase; Salix; Relistor; Regeneron; Eylea; Battelle Health and Life Sciences Division; CSL Behring, GE Healthcare, Allergan, Takeda

Number of Accounts lost: 1

Services: Advertising to professionals and consumers, strategic planning, media, market research and development, direct marketing, interactive and digital marketing, and medical communications.

New Hire Detail: Susan Perlbachs, EVP/ECD; Nick Capanear, SVP/ECD; Mark Burr, Chief Innovation Officer; Dawn Rasmussen, EVP, Organizational Strategist; Kristin Volk, SVP, Director of Planning and Insights; and Paul Chang, PhD, VP/Director of Medical Affairs. GSW West hired Mark Stinson, SVP/Planning

Offices: New York, NY; Toronto, Canada; Mexico City, Mexico; Columbus, OH

Divisions: iQ, innovation lab, The Well @GSW (consumer health and wellness)



FEATURED WORK

Description: In an environment where many pharmaceutical journal ads contain clinical data and dry research information about insulin and insulin delivery devices, this creative breaks through and captures the imagination of physicians and motivates them in an engaging way. Identifiable Disney assets were used to imaginatively present the resources available to physicians to give to their young patients' family and caregivers.

Creative/account team: Rod Smith, GCD; Terry Fletcher, ACD; Kelly Seymour, Design Director; Mark Thompson, Art Director; Pam Janco, Copywriter; Jay Kurovski, Designer; Helen Godfroy, Account Director; Ryan Kurty, Account Director

Why this ad is special: Type 1

Diabetes is usually diagnosed in children and can have a devastating affect on families. Not only do parents have to come to terms with the fact that their child has a potentially deadly disease, but they must also make significant changes in lifestyle. This ad was designed to raise awareness among physicians of the collaboration between Lilly Diabetes and Disney to provide children's books, tween novels, a website, cookbook, and magazine articles to families of children with Type 1 Diabetes.

Guard Dog Brand Development

853 Broadway, Suite 1220

New York, NY 10003

Phone: 212-529-0292

Fax: 212-529-0293

E-mail: cdesantis@GuardDogBD.com

Web: www.GuardDogBD.com

Founded: 2007

Officers: Camille DeSantis, Co-President & Managing Partner, Chief Strategic Design; Maria Casini, Co-President & Managing Partner, Chief Strategic Design

2011 Gross Income: Under \$5 million

Full-time Employees: 20 (2011) 12 (2010)

Healthcare accounts: Abbott Nutrition International; Glucerna, Ensure Acti M2, Ensure NutriVigor, PediaSure; VHA Inc.: VHA IMPERATIV; Novation Inc.; Provista Inc.; Aptitude LLC; Multiple Myeloma Research Foundation; Merrimack Pharmaceuticals

Number of Accounts gained: 9

Accounts gained: Abbott Nutrition International; Glucerna, Ensure Acti M2, Ensure NutriVigor, PediaSure (global HCP agency of record); VHA Inc: VHA IMPERATIV; Novation Inc; Provista Inc; Aptitude LLC (identity agency of record); Multiple Myeloma Research Foundation (identity agency of record); Merrimack: Scientific identity development

Services: Brand strategy, strategic brand design and brand implementation. From corporate brand valuation assessment, communications audits, competi-

tive analyses, market research brand identity development, and portfolio strategy development to disease/MOA/tech elucidation, logos, design systems and implementation.

New Hire Detail: Dr. Laura Sarokin, Director of Scientific Communications & Research



FEATURED WORK

Description: Self-promotional piece

H4B Catapult

300 American Metro Boulevard, Suite 220

Hamilton, NJ 08619

Phone: 609-945-9500

Fax: 609-945-9567

E-mail: jhoffman@health4brands.com

Web: www.h4bcatapult.com

Founded: 2008

Parent company: Havas Worldwide Health, 200 Madison Avenue, 9th Floor, New York, NY 10016

Officers: Jeff Hoffman, President/Partner; Patrick K. Chenot, EVP, Director of Client Services; Helen Boak, SVP, Creative Director; Khawar Khokhar, Practice Leader, Market Access; Robert Knoll, SVP, Director of Operations; Tracy Mills, Practice Leader, Market Development; David Newman, Associate Practice Leader, Digital; Stephen Piotrowski, EVP, Director of Client Services; Kel Smith, Associate Practice Leader, Innovation; Miriam Slome, SVP, Account Planning Director; Peter Villucci, EVP, Creative Director; Andy Willmer, SVP, Client Services Director

Full-time Employees: 160 (2011) 140 (2010)

Services: H4B Catapult is the health care communications company that always strives to keep its eyes to the future. To take full advantage of the ever-changing forces of the digital age, the agency is structured so that all of its offerings are truly "digital at the core."

New Hire Detail: Judy Devoti, MS, PhD, Scientific Director; Kami Fuhrman, VP, Associate Creative Director; John Hennigan, SVP, Management Supervisor; Khawar Khokhar, Practice Leader, Market Access; Steve Kreshover, SVP, Management Supervisor; Tracy Mills, Practice Leader, Market Development; Derick Sumrall, VP, Associate Creative Director, Digital

Offices: H4B Back Bay, Boston, Massachusetts



H4B Chelsea

75 Ninth Avenue
New York, NY 10011
Phone: 212-299-5000
Fax: 212-299-5050
Web: www.h4bchelsea.com
Founded: 2004

Parent company: Havas Worldwide Health, 200 Madison Avenue, 9th Floor, New York, NY 10016
Officers: Mike Peto, Managing Director; Steve Nothel, Managing Director; Christian Bauman, Managing Director; Dan Marselle, Chief of Operations; Phil Tse, SVP Finance Director
Full-time Employees: 225 (2011) 175 (2010)

Services: The H4B business model is one of unification, offering clients deep competencies across all channels on one single P&L. Strategically savvy with award-winning creative, the agencies of Health4Brands operate seamlessly across professional, patient, and payor audiences, with digital at the core.

Harrison and Star

75 Varick Street
New York, NY 10013
Phone: 212-727-1330
Fax: 212-822-6590
E-mail: first initial last name@hs-ideas.com
Web: www.hs-ideas.com
Founded: 1986

Parent company: Omnicom Group Inc, 437 Madison Avenue, New York, NY 10022
Officers: Larry Star, Chairman; Ty Curran, CEO; Mardene Miller, President; Charles Doomany, EVP, Chief Operating Officer/Chief Financial Officer; Kevin McShane, EVP, Chief Creative Officer; Gregg Geider, SVP, Managing Director; Kirsten Hanton, SVP, Managing Director; Maryann Kuzel, SVP, Managing Director, CRM; Len Bishop, SVP, Director of Digital Solutions; Robert Gemignani, SVP, Director of Human Resources
2011 Gross Income: \$40 million to \$65 million
Full-time Employees: 350 (2011) 322 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional print ads	30%	40%
Sales materials	10	20
Professional digital/web/mobile	40	25
Other	20	15

Services: We offer an integrated, multi-channel communication approach across all disciplines and audiences for all our client's brands. We strive for total integration and strategic collaboration between print, digital, social media, and CRM across all audiences (physicians, nurse, patient, and payer).

New Hire Detail: Robert Gemignani, SVP, Director of Human Resources

Harte-Hanks Direct Marketing, Inc.

9601 McAllister Freeway, Suite 610
San Antonio, TX 78216-6942
Phone: 800-456-9748
E-mail: contactus@harte-hanks.com
Web: www.harte-hanks.com
Founded: 1923
Parent company: Harte-Hanks, Inc., 9601 McAllister Freeway, Suite

610, San Antonio, TX 78216-6942

Officers: Larry Franklin, Chairman of the Board & CEO of Harte-Hanks; Gary Skidmore, EVP & President of Harte-Hanks Direct Marketing; Jeanine Falcone, VP, Corporate Officer & Agency Managing Director; Brian Dames, Corporate Officer: Vice President & Group Managing Director, Database Marketing & Analytics; Andrew Boyd, Group Managing Director, Harte-Hanks, Technology Market Solutions (TMS); Spencer Joyner, Corporate Officer: Vice President & Group Managing Director, Technology Marketing Organization; Jeffrey D. Erb, Managing Director, Pharmaceutical & Healthcare

2011 Gross Income: \$40 million to \$65 million
Full-time Employees: 5000 (2011) 5000 (2010)

Healthcare accounts: Abbott Labs; Abbott Nutrition; Allergan; Elanco; GlaxoSmithKline; GNC; Eli Lilly; MedImmune; Merck; Novartis; Pfizer; Shire; Teva; UCSB Pharmaceuticals

Number of Accounts gained: 16

Services: Harte-Hanks is a global marketing company offering integrated, multi-channel, data-driven solutions for top brands. Services include marketing strategy and execution in all media; database development, hosting, hygiene and analytics; customer care and support; and mail, print and fulfillment services.

New Hire Detail: Jeffrey Erb, Managing Director, Pharmaceutical & Healthcare; John Kovatch, Vice President, Pharmaceutical Markets; Doug Case, Vice President, Health & Wellness; Peter Duffy, Vice President, Pharmaceutical Markets

Offices: Austin, TX; Baltimore, MD; Billerica, MA; Boston, MA; Cincinnati, OH; Deerfield Beach, FL; East Bridgewater, MA; Fort Worth, TX; Fullerton, CA; Grand Prairie, TX; Jacksonville, FL Lake Mary, FL; Langhorne, PA; Linthicum Heights, MD; New York, NY; Ontario, CA; San Diego, CA; Shawnee, KS; Texarkana, TX; Troy, MI; Wilkes-Barre, PA; Yardley, PA

Divisions: Aberdeen Group, The Agency Inside, Contact Center Services, Database/Data Services, Fulfillment & Print on Demand, Information Arts, Mail & Insert Services (Production & Logistics), Market Intelligence, Mason Zimble, Postfuture, Trillium Software

Havas Drive

200 Madison Avenue
New York, NY 10016
Phone: 212-251-7909
Fax: 212-251-2766
Web: www.eurorscglife.com/life/havas-drive
Founded: 2008

Parent company: Havas Worldwide Health, 200 Madison Avenue, 9th Floor, New York, NY 10016

Officers: Larry Mickelberg, Partner & Chief Digital Officer; Doug Barr, Director of Innovation; Bryce Nihill, Creative Innovation; Kel Smith, Director of Innovation

Full-time Employees: 125 (2011) 105 (2010)

Services: Havas Drive offers digital health innovation platforms and services including advanced virtualizations, digital accessibility, remote monitoring, and mobile and tablet application development for consumers, HCPs, and field forces.

HCB Health

701 Brazos, Suite 1100
Austin, TX 78701
Phone: 512-320-8511
Fax: 512-320-8990
E-mail: kerry.hilton@hcbhealth.com
Web: www.hcbhealth.com
Founded: 2001

Parent company: HCB
Officers: Kerry Hilton, CEO; Nancy Beesley, CMO; Lloyd Sheep, COO
2011 Gross Income: \$5 million to \$10 million

Full-time Employees: 48 (2011) 38 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional print ads	20%	20%
Sales materials	10	10
Professional digital/web/mobile	20	20
Consumer print ads	10	10
Consumer broadcast	10	10
Consumer digital/web/mobile	15	15
Promotional medical education	5	5
Direct marketing	5	5
Public relations	5	5

Healthcare accounts: Alcon Surgical, Edgemont Pharmaceuticals, Covidien, Hollister Woundcare, California Pacific Medical Center, Scott & White Health Plan, Texas Oncology, McKesson Specialty Health, Thyroid Head and Neck Cancer Foundation, St. Rose Dominican Hospitals, Harden Healthcare, Sound Surgical Technologies, Medtronic

Number of Accounts gained: 5

Accounts gained: Covidien, CPMC, Cochlear Americas, St. Rose Dominican Hospitals, Thyroid Head and Neck Cancer Foundation

Number of Accounts lost: 1

Accounts lost: Cochlear Americas

Services: Strategy, creative, digital, media, social media, research, public relations

New Hire Detail: Kathy Field, Group Creative Director

Divisions: Digital, Media, Market Intelligence, Public Relations, Social



FEATURED WORK

Description: Alcon Surgical, AcrySof Cachet Phakic Lens Global Campaign

Creative/account team: Creative Leads: Mark Gillmore, David Walker, Slade Seaholm, Computer Generated Imagery: Alter. Account Leads: Amy Smith, Sarah Drake, Jennifer Short. Client Leads: Seba Leoni, Rafael Chan, Tomoka Hiramatsu

Why this ad is special: The objective was simple: promote Alcon's phakic lens—an alternative to LASIK surgery—to surgeons who have experience with Alcon's leading brand of cataract lenses. By leveraging the trust in this sister-brand and iconic shape of the AcrySof Cachet Phakic Lens, we've captured the confidence and strength of the brand.

U.S. billings breakdown by media/source

	2011	2010
Professional services	60%	40%
Proprietary solutions	40	60

Healthcare accounts: Pfizer; Astellas; Essilor; Boehringer Ingelheim; Sanofi Aventis; Novo Nordisk; Novartis; EMD Serono; Galderma

Number of Accounts gained: 5

Number of Accounts lost: 2

Accounts lost: Takeda; Liberty Medical

Services: We help pharmaceutical companies use data-driven insights to address regional variations in brand performance. By working closely with brand teams and analytics groups, we identify specific market drivers—and detractors—and then create and execute scalable, integrated programs that deliver overall brand performance.

New Hire Detail: Sarah Landfield, VP

Offices: 243 North Union Street, Suite 118, Lambertville, NJ 08530

HealthEd Group

100 Walnut Avenue, Suite 407

Clark, NJ 07066

Phone: 908-654-4440

E-mail: info@healthed.com

Web: www.healthed.com

Founded: 1989

Officers: Roy Broadfoot, CEO; Jill Balderson, Managing Director; Mike Brzozowski, Chief Strategy Officer; Stephanie Murrin, Chief Creative Officer; Stephanie Mazzeo-Caputo, MSW, MS, Chief Talent Officer; Susan Eno Collins, MS, CHES, RD, SVP Health Education Research & Development; Vicki Kelemen, SVP, Group Account Director; Marissa Addalia - SVP, Business Development

2010 Gross Income: \$15 million to \$25 million

Full-time Employees: 125 (2011)

Healthcare accounts: Lilly; Diabetes Solutions, Humalog, Glucagon; Genentech; Xeloda, Erivedge, HER2 Franchise, Zelboraf, Tarceva; Novartis; Transplant Franchise, ZORTRESS; Daiichi-Sankyo; Benicar, Azor, Tribenzor; Merck; Saphris, Zioptan, Isentress; GlaxoSmithKline; Oncology Franchise; Bristol-Myers Squibb; IXEMPRA; Amylin; SYMLIN; Enobia; Hypophosphatasia Franchise; Lundbeck; Sabril; Horizon Healthcare Innovations; PCMH Pilot

Number of Accounts gained: 8

Accounts gained: Genentech; Erivedge, HER2 Franchise, Zelboraf; Novartis; ZORTRESS; Merck; Zioptan, Isentress; Enobia; Hypophosphatasia Franchise; Horizon Healthcare Innovations; PCMH Pilot

Services: HealthEd creates innovative health education solutions that drive behavior change, working in five areas of expertise: Strategic Consulting, Multichannel Content & Programs, Research & Insights, Products & Platforms, and Measurement & Analytics.

New Hire Detail: Vicki Keleman, SVP, Group Account Director

Offices: San Diego, CA

Healthcare Regional Marketing

4270 Ivy Pointe Boulevard, Suite 220

Cincinnati, OH 45245

Phone: 513-864-8900

Fax: 513-864-8901

E-mail: bgoldberg@hrmexperts.com

Web: www.hrmexperts.com

Founded: 2007

Officers: Bill Goldberg, Principal/CEO; Scott Weintraub, Principal/CMO; Jeff Spanbauer, Principal/COO; Jeff Wellens, Sr. Vice President/CFO; Kim Palermom, Managing Director; Karrie Sanderson, VP Market Intelligence; Sam Lowe, Creative Director

2011 Gross Income: \$10 million to \$15 million

Full-time Employees: 50 (2011) 41 (2010)

Heartbeat Ideas

200 Hudson Street, 9th Floor

New York, NY 10013

Phone: 212-812-2233

Fax: 212-812-6380

E-mail: marketing@heartbeatideas.com

Web: www.heartbeatideas.com

Founded: 1998

Officers: Bill Drummy, Chairman & CEO; Jennifer Campanaro, SVP, General Manager; Nadine Leonard, SVP, Strategy & Client Service; James Talerico, SVP, Executive Creative Director; Lee Slovit, VP, Media Director; Janelle Starr, SVP, General Manager, Heartbeat West

2011 Gross Income: \$15 million to \$25 million



Full-time Employees: 90 (2011) 72 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional print ads	5%	5%
Sales materials	15	10
Professional digital/web/mobile	30	30
Consumer print ads	5	5
Consumer broadcast	5	5
Consumer digital/web/mobile	40	40
Other		5

Healthcare accounts: Amgen; Neulasta; Auxilium; Testim; Bausch & Lomb; Ocuvite; BD; BD Diabetes Care; Galderma; Clobex, Metrogel 1%, Oracea, Tri-Luma, Vectical; Medtronic; Strategy engagement; Physicians Interactive; Pfizer; Strategy engagement; ProCure Treatment Centers; PTN (Physicians Television Network); Sanofi; Strategy engagement; St. Francis Hospital; Teva; Nuvigil, Fentora, Azilect, Qnasl; UCB; Cimzia, Lortab, Metadate, Tussionex, Venlafaxine

Number of Accounts gained: 21

Number of Accounts lost: 3

Services: Market research, strategy, campaign conception, CRM, experiential, mobile, print, radio, social media, video and animation, Website design and development, promotion, media planning, media buying, online ad creative, SEO, analytics, insights-based reporting, ROI measurement

Offices: Heartbeat West, Santa Monica, CA

HLG Health Communications

1700 Market Street
Philadelphia, PA 19103

Phone: 215-563-4461

Fax: 215-563-1148

E-mail: info@hlg.com

Web: www.hlg.com

Founded: 1982

Officers: David Winograd, President; Morgan Daly, VP, Account Service; Kathie Carnes, VP, Human Resources

Full-time Employees: 20-30 (2011) 20-30 (2010)

U.S. billings breakdown by media/source

	2011
Strategic planning	25%
Print professional	35
Digital/interactive	40

Healthcare Accounts: BD; Hypak, Sterifill, Self-Injection Systems; Clariant; Tissue analysis platform; Healthpoint; OASIS, OASIS ULTRA; Reimbursement; Jazz Pharmaceuticals; FazaClo, New liquid clozapine; Paradigm Spine; Corporate, Coflex Interlaminal Implant; ChristianaCare; Professional promotion; AstraZeneca; Crestor Consumer (projects); GE Healthcare; AdreView, DaTscan; Visipaque, Omnipaque, Optison, Corporate, Sales Training, Flutemetamol

Divisions: Red Car Pharma Solutions, Biologix Communications

Number of Accounts gained: 6

Accounts gained: Clariant; Tissue analysis platform; Jazz Pharmaceuticals; New liquid clozapine formulation; Paradigm Spine; Corporate, Coflex Interlaminal Implant; AstraZeneca; Crestor Consumer (projects); GE Healthcare; Flutemetamol

Number of Accounts lost: 1

Accounts lost: Healthpoint; Santyl

Services: HLG Health Communications (formerly The Hal Lewis Group) is an independently owned full-service advertising and marketing agency specializing in the health sector. HLG's solutions-oriented approach is embodied by its tagline, Medical Marketing for the Modern World, and its mission to stay relevant and cutting-edge into the future. Both the agency and its creative team are recipients of the industry's highest awards.

The Hobart Group

240 Main Street, Suite 400

Gladstone, NJ 07934

Phone: 908-470-1780

Fax: 908-234-1819

E-mail: lbair@thehobartgroup.com

Web: www.hobartgroupholdings.com

Founded: 2003

Parent company: Hobart Group Holdings, 240 Main Street, Suite 400, Gladstone, NJ 07934

Officers: Lisa B. Bair, CEO, Hobart Group Holdings; Dan Renick, President, Hobart Group Holdings; Kelly Wilder, EVP, Managing Director, Hobart Forte; Carlos Delucca, EVP, Managing Director, The Hobart Group; Troy Koch, SVP, Director Client Services, Hobart Core; Larry Blandford, SVP, Strategic Services, Hobart Group Holdings

Full-time Employees: 90 (2011) 69 (2010)

Healthcare accounts: Astellas, Daiichi-Sankyo Inc., Eli Lilly and Co., Sanofi, Adamas, Archimedes, Boehringer Ingelheim Pharmaceuticals Inc., GlaxoSmithKline Inc., Merck & Co., Pfizer Inc., Baxter, Bayer, Medicinova, Noven

Number of Accounts gained: 27

Number of Accounts lost: 1

Services: Now the largest payer-focused agency in the US, Hobart provides a broad range of services and products designed to achieving and optimizing product access. Services include advertising, promotion, meetings, market research, HEOR, sales training, contract account management, and contracting and pricing.

New Hire Detail: Troy Koch, PharmD, MBA, joins Hobart as a Senior Vice President, Director of Client Services. Before joining Hobart, Mr. Koch was the head of business development for Competitive Health Analytics, Inc., a subsidiary of Humana. During his career in the managed care industry, he held a series of progressive leadership positions in the public and private sectors, including formulary development, disease management, account management, and sales. Before Humana, Mr. Koch was the Director of Pharmacy for a large state Medicaid program.

Hobart also adds Dan Vanderpoel, PharmD, as Vice President of Strategic Services. Mr. Vanderpoel comes to Hobart from Humana, where he worked in a leadership position within the trade relations group. During his career, he supervised commercial and Medicare Part D rebate management and negotiation with total rebate revenues exceeding \$1 billion annually. Additionally, he has overseen rebate budgeting and forecasting, modeling and analytics, as well as health economics and outcomes research (HEOR) projects.

Offices: Hobart Forte, 9 E. 37th Street, 8th Floor, New York, NY 10016; Hobart Core, 161 N. Clark, 47th Floor, Chicago, IL 60601; Hobart Innovation, 240 Main Street, Suit 400, Gladstone, NJ 07934

Huntsworth Health

800 Township Line Road, Suite 250

Yardley, PA 19067

Phone: 215-550-8300

Fax: 215-497-9910

Web: www.huntsworthhealth.com

Founded: 1999

Parent company: Huntsworth plc, 15-17 Huntsworth Mews, London, NW1 6DD UK

Officers: Neil Matheson, CEO, Huntsworth Health; Richard Neave, COO, Huntsworth Health; Mike Brown, COO, Huntsworth Health; Reid Connolly, CEO, evoke Interaction; David Dunn, CEO, ApotheCom; Scott Clark, CEO, Tonic Life Communications; Denise LaTemple, President, Curatio CME Institute; Donna Thomas, President, Axiom; Jeremy Williams, CEO, ApotheCom ScopeMedical; Jon Clark, Managing Director, nitrogen

2011 Gross Income: \$25 million to \$40 million

Full-time Employees: 460 (2011) 450 (2010)

Healthcare accounts: Through our parent company Huntsworth plc we have access to 72 wholly owned offices in 31 countries. We work with 39 of the top 50 global pharmaceutical companies. We have Preferred Provider status at 14 of those

large global companies.

Services: Huntsworth Health is a global family of best-in-class agencies that provides a full continuum of consulting and communications services to the health-care and well-being industry. We are strategically positioned close to our clients on the East and West Coasts of the US, Europe, and in Hong Kong.

New Hire Detail: David Paragamian, President, ApotheCom

Offices: Philadelphia, PA; Yardley, PA; New York, NY; San Francisco, CA; and Exton, PA

HY Connect

142 East Ontario Street
Chicago, IL 60611

Phone: 800-842-3020

Fax: 312-787-2320

E-mail: dsheehan@hyc.com

Web: www.hyc.com

Founded: 1933

Officers: David F. Sheehan, President; Troy Peterson, CEO; Mark Catterson, Executive Creative Director; Michael Rivera, Executive Creative Director

2011 Gross Income: \$15 million to \$25 million

Full-time Employees: 138 (2011) 111 (2010)

U.S. billings breakdown by media/source

	2011
Professional print ads	16%
Sales materials	8
Professional digital/web/mobile	12
Consumer print ads	6
Consumer broadcast	35
Consumer digital/web/mobile	14
Direct marketing	5

Healthcare accounts: Advocate Healthcare; IU Health; Blue Cross/Blue Shield of Illinois, Texas, New Mexico

Number of Accounts gained: 6

Accounts gained: Blue Cross Blue Shield of Illinois, Texas, New Mexico

Services: Full Service including digital, social Media, and earned media.

New Hire Detail: Jason Mitton, VP Technology; Stacy Dilling, VP Account Director

Offices: 1000 North Water Street, Milwaukee, WI 53202

ICC Lowe

5 Sylvan Way

Parsippany, NJ 07054

Phone: 973-451-2755

Fax: 973-451-2352

E-mail: sviviano@icclowe.com

Web: www.icclowe.com

Founded: 1985

Parent company: IPG, 1114 Avenue of the Americas, New York, NY 10036

Officers: Steve Viviano, CEO; Paul O'Neill, President; Frank Galella, EVP, Chief Financial Officer; Chet Moss, EVP, Chief Creative Officer; Stacy Patterson, EVP, Director Medical Affairs; Eugene Lee, EVP, Chief Digital Officer; Sheri Thornberg, EVP, Chief Strategic Officer; Renee Wills, General Manager, ICC Lowe Trio; Christian Hoyvald, General Manager, ICC Lowe Pace; Christina Curry, VP, Director of Human Resources; Otis Baker, Managing Director ICC Lowe London; Lee Hurley, Managing Director ICC Lowe Zurich; Karen Bottge, SVP Director of Medical Education; Mimi Baldwin, Director of ICC Lowe SRG; John Friedberg, General Manager ICC Lowe Redshift

2011 Gross Income: \$65 million to \$100 million

U.S. billings breakdown by media/source

	2011	2010
Professional print ads	5%	5%
Sales materials	30	35
Professional digital/web/mobile	25	20
Promotional medical education	25	30
Direct marketing	15	10

Healthcare accounts: Actelion: Macitentan global; Agennix: Talactoferrin; Al-lergan: Ozurdex global; Amgen: Aranesp global, Nplate global; Aptalis: Zenpep; Archimedes: Pabrinex global; AstraZeneca: Brilinta, Zoladex global; Aurora: Breast MRI - Redshift; Bausch & Lomb: Yellow global; Baxter: Advate global, Feiba global, Preflucel; Becton Dickinson: Ultrafine BD Nano; Boehringer Ingelheim: Pradaxa; Boehringer Ingelheim Animal Health, Metacam global, Vetmedin global, Seraquin global, FlexCombo global, Canikur Pro global, Cardigard global, Prascend global, Bovella global, Benefortin global, Urbrolexin global, Buscopan global, Nutraxin global; Crohn's and Colitis Association: Corporate; CSL Behring: Berinerit, Hizentra; ETView: VivaSight; Ferring: Lysteda, Lysteda Digital; Galen: Trustsaver global, DaunoXome global; Gilead: Corporate Optimal and Access programmes global; GlaxoSmithKline: Coreg CR, Levitra, Lovaza, Staxyn; GlaxoSmithKline Consumer Health: Abreva, Breathe Right; Heel: Traumeel global; Janssen Pharmaceuticals: Elmiron, Ortho TriCyclen Lo, Ortho Evra, Nucynta, Nucynta Digital, Nucynta CRM; Janssen Therapeutics: Prezista, Prezista Digital, Intelence, Intelence Digital, Intelence CRM, Edurant, Edurant Digital; Johnson & Johnson Consumer Products: Desitin, Johnson's Baby line, Johnson's Baby Digital, Neosporin Eczema, U.S. Listerine, Global Listerine, Listerine CRM, Listerine Digital, Reach Floss, Johnson's Natural; Merck Sharp & Dohme: Remicade global; Merck Sharp & Dohme Animal Health: Activil; Mmodal: Software; Novartis: Diovan global, Co-Diovan global, Exforge global, Exforge HCT global, LCZ696 global; Nuance: Software; Otsuka: Samsca global; Sandoz: Omnitrope global; Sanofi Aventis: Diabetes nurse training programme global; Shire: Vyvanse; Sunovion: Alvesco, Xopenex, Omnaris HFA, Brovana, Brovana Digital, Lunesta, Lunesta Digital, Zetonna; Teva: Plan B; Tillots: Octasa global, Simtomax global; Vertex: Kalydeco; Vistakon - Division of Johnson & Johnson Vision Care: Acuvue product line, The Vision Care Institute (TVCI), ODLean

Number of Accounts gained: 56

Accounts gained: Actelion: Macitentan consultancy global; Agennix: talactoferrin education, talactoferrin digital; Agfa: ICIS, ICIS digital, ICIS global; Amgen: Neulasta global, Neulasta digital global, Vectibix global, Global corporate digital; Aptalis: Ultresa, Viokase; AstraZeneca: Crestor speaker bureau; Bausch & Lomb: Lotemax global; Baxter: Preflucel global; Biogen Idec: Factor VIII, Factor VIII global, Factor VIII education, Factor VIII digital, Factor VIII digital patient account, Factor IX, Factor IX global, Factor IX education, Factor IX digital, Factor IX digital patient account; BioMarin Pharmaceuticals: Corporate Digital - Thermal; Boehringer Ingelheim: Olodaterol medical education, Olodaterol global medical education, Olodaterol/Tiotropium FDC medical education Olodaterol/Tiotropium FDC global medical education; Boehringer Ingelheim Animal Health, Vetmedin global, Bovella global; GSK/Merck: Staxyn Digital; IMS: Corporate global; InterMune: Esbriet global; Janssen Therapeutics: Intelence education, Edurant education, Prezista education, HIV portfolio education; Johnson & Johnson Consumer Products: K-Y Brands, K-Y Brands Digital, Johnson's Natural Digital; Leo Pharma: Picato global, Dovobet medical education global; Merck Sharp & Dohme: Remicade digital global; Millennium Communications Group: Corporate Digital - Thermal; Novartis: LCQ908, LCQ908 global; Sunovion: Omnaris AQ managed markets, Zetonna managed markets; Teva: Plan B digital; UCB: Epratuzumab medical education global; Vertex: Kalydeco digital, Kalydeco global, Kalydeco global digital; Vistakon: Acuvue digital

Number of Accounts lost: 1

Accounts lost: Bayer: Nexavar; Bayer procurement-driven consolidation to Omnicom network

Services: ICC Lowe is a fully integrated communications company offering a comprehensive array of services. This includes marketing strategy, branding, advertising, promotion, medical education, strategic and account planning, interactive services, PRM, PR (in Europe), and digital services. We handle everything.

Offices: ICC Lowe Trio, ICC Lowe Pace, ICC Lowe NY, ICC Lowe Thermal, ICC Lowe Redshift, ICC Lowe SRG

Divisions: Professional Communications; Medical Education; ICC Lowe Thermal, digital; ICC Lowe Redshift, emerging healthcare technology and medical devices; ICC Lowe SRG, professional meetings management; ICC Lowe London; ICC Lowe Zurich



Ignite Health

7535 Irvine Center Drive
Irvine, CA 92618

Phone: 949-861-3200

Fax: 949-861-3750

E-mail: inforequest@ignitehealth.com

Web: www.ignitehealth.com

Founded: 2000

Parent company: inVentiv Health, 1 Van de Graaff Drive, Burlington, MA 01803

Officers: Matt Brown, President; Fabio Gratton, Chief Experience Officer; Vince Parry, Chief Branding Officer; Brian Lefkowitz, Chief Creative Officer

2011 Gross Income: \$25 million to \$40 million

Full-time Employees: 145 (2011) 126 (2010)

Healthcare accounts: Abbott Laboratories: ABT806; Abbott Medical Optics: iLASIK; Allergan: Botox; Amgen: Neulasta, Nplate; Amylin: Byetta, Bydureon; Bayer: Kogenate; Bristol-Myers Squibb: Erbitux; Celgene: Abraxane, Istdodax, Revlimid, Vidaza; Edge Health: Disease education campaigns; Endo: Valstar, Vantas, Lidoderm, Supprelin LA, Healthtronics Cyro; Gebauer: Gebauer; Genentech: Aleglitazar, Activase, Cathflo Activase, TNKase, Ocrelizumab; Gilead: Ranexa; GlaxoSmithKline: Vaccines, Votrient; Janssen: Prezista; Lilly: Evista, Forteo, Humalog, Humatrope, Solanezumab; Merck & Co: MMRV, Vorapaxar, Bioventures, Vree; Merck Publishing: The Merck Manual; Oncogenex: Custirsen; Onyx: Kyprolis, Nexavar; Roche Molecular Systems: Cobas HPV Test; Satellite Healthcare: Dialysis Procedures; Vertex: Kalydeco, Incivek

Number of Accounts gained: 16

Accounts gained: Abbott Laboratories: Linifanib, 806; Allergan: LapBand; DePuy: Corporate (with inVentiv); Eisai: Aloxi (with inventiv); Endo Pharmaceuticals: Pain Franchise; Lilly: Forteo; Merck: Corporate, Vaccines, Vree; Onyx: Corporate; Roche Molecular Systems: Corporate; Satellite Healthcare: Corporate; UCB Global: Corporate (with inVentiv); Upsher Smith: BNexa, Divigel; Vertex: Kalydeco; Gebauer: Gebauer; Genentech: Aleglitazar; Zimmer: Universal Power

Number of Accounts lost: 1

Accounts lost: Lundbeck

Services: Branding, mobile, engagement, production, labs, science

New Hire Detail: Brian Lefkowitz, Chief Creative Officer; Scott Schindler, Creative Director NYC; Nico Coetzee, SVP, Engagement; Michael Smallwood, VP, Technology & Mobile; Rob Piscopo, VP, Finance

Offices: 111 Broadway, 19th Floor, New York, NY 10006

imc² health and wellness

12404 Park Central Dr., Suite 450
Dallas, TX 75251

Phone: 214-224-1000

Fax: 214-224-1100

E-mail: marketing@imc2.com

Web: www.imc2healthandwellness.com

Founded: 1995

Parent company: Agencies of Change, 12404 Park Central Dr., Suite 400, Dallas, TX 75251

Officers: Doug Levy, Chief Executive Officer; Ian Wolfman, Chief Marketing Officer; Bonnie Sayers, SVP General Manager; Michael Davis, Chief Creative Officer; Hensley Evans, Chief Strategy Officer; Cristina Cave, VP, Client Services; Lauren Lawhon, VP, Strategy; Renee McKeon, Executive Creative Director; Brady Walcott, VP, Strategic Marketing and Business Development; Larry Diehl, Group Technology Director

2010 Gross Income: \$15 million to \$25 million

Full-time Employees: 124 (2011) 120 (2010)

U.S. billings breakdown by media/source

	2011	2010
Sales materials	10%	5%
Professional digital/web/mobile	20	20
Consumer print ads	10	5
Consumer digital/web/mobile	60	70

Healthcare accounts: American Diabetes Association, EMD Serono Inc. Incyte
Number of Accounts gained: 5

Accounts gained: AOR: Pfizer Lipitor EPBU (Due to client confidentiality, we cannot disclose the remaining account wins of 2011.)

Services: Interactive marketing, Traditional media (print, TV, etc.), Relationship Marketing, Advertising

Offices: New York: 662 Third Ave., 11th Floor, New York, NY 10017

Divisions: Account services, creative, technology, strategy, project management

Intouch Solutions

10975 Benson Drive, Suite 200

Overland Park, KS 66210

Phone: 913-317-9700

Fax: 913-317-8110

E-mail: getintouch@intouchsol.com

Web: www.intouchsol.com

Founded: 1999

Officers: Faruk Capan, CEO; Pat Mc Nerney, Executive Vice President; Wendy Blackburn, Executive Vice President

2011 Gross Income: \$25 million to \$40 million

Full-time Employees: 292 (2011) 208 (2010)

Healthcare accounts: Abbott Laboratories: AndroGel, CREON, Depakote/Depakote ER, Ensure International, Humira Dermatology, Humira Gastroenterology, Humira Rheumatology, Kaletra, Lupron Depot Gynecology, Lupron Depot Pediatric, Lupron Depot Urology, Niaspan, Prometrium, Simcor, Synthroid, TriCor, Trilpix, Ultane/Nimbex, Zemplar; Alkermes: Vivitrol; Baxter: Advate; Baxter Corporate Sustainability: Clinimix/Clinimix E, Nexterone; Bayer Animal Health: Corporate; Bayer Pet Specialty; Bayer DVM - Professional Web Portal; Bayer HealthCare Pharmaceuticals: Kogenate FS; Cornerstones: AnimatedIBDPatient.com; CCFACCFACcommunity.org & Illbedetermined.com; Cubist Pharmaceuticals: Cubicin, Danone, Aptamil; Eisai Inc.: Aloxi, Banzel, Dacogen; Galderma: Cetaphil, Plagiis H; Lundbeck AS: Onfi, Xenazine; Hoffman-La Roche: Medtronic: Patient Ambassador Program; Merck & Co., Inc.: sanofi (formerly sanofi-aventis): Ambien CR, Apidra, Aplenzin, Arava, BGStar/iBGStar, e-cue, Eligard, Elitek, Eloxatin, Ferrlecit, Iniparib, Ketek, Jevtana, Lantus, Lovenox, Multaq, Nasacort AQ, Rilutek, Sculptra Aesthetic, Taxotere, Uroxatral, Xyzal, Zaltap; sanofi pasteur: Daptacel, Menactra; Teva Canada Limited (formerly Novopharm): TevaCanada.com; Teva Corporate: Medical Knowledge Management Portal, Sales Training Team portal; Teva Latin America; Teva Neuroscience Inc.: Azilect, Copaxone; Teva Pharmaceuticals USA: Clozapine; Teva Women's Health, Inc.: Enjuvia; Valeritas, Inc.: Corporate; WE CARE: WeCareinIBD.com

Number of Accounts gained: 28

Accounts gained: Abbott Laboratories: AndroGel, Creon, Ensure International, Ultane/Nimbex; Alkermes: Vivitrol; Baxter: Advate; Baxter Corporate Sustainability: Nexterone; Bayer Animal Health: Corporate; Bayer Pet Specialty; Bayer HealthCare Pharmaceuticals: Kogenate FS; Cubist Pharmaceuticals: Cubicin, Danone, Aptamil; Galderma: Cetaphil, Plagiis; H. Lundbeck AS: Onfi; Medtronic: Patient Ambassador Program; Merck & Co., Inc.: sanofi (formerly sanofi-aventis): e-cue, Zaltap; sanofi pasteur: Daptacel, Menactra; Teva Latin America; Teva Women's Health, Inc.: Enjuvia

Number of Accounts lost: 1

Services: Intouch Solutions offers forward-thinking expertise across the digital marketing spectrum, including: research & analytics, Web development, mobile, social media, iPad sales tools, multimedia, search engine marketing, online media planning/buying, CRM and more.

New Hire Detail: Jeff Risley, Vice President, Social Media; Ron Kane, Vice President, Allora Health Services; Jack Lipton, Senior Vice President, Client Services; Bunny Ellerin, Senior Vice President, Client Services

Offices: Chicago, IL; New York, NY

InViVo Communications Inc.

590 King Street West, Suite 201
Toronto, ON Canada M5V 1M3

Phone: 416-703-3662

Fax: 416-703-5733

E-mail: Info@invivo.com

Web: www.invivo.com

Founded: 1997

Officers: Andrea Bielecki, President; Yan Fossat, Vice President Strategic Innovation; Kevin Millar, Vice President Digital Production

2011 Gross Income: \$5 million to \$10 million

Full-time Employees: 55 (2011) 40 (2010)

U.S. billings breakdown by media/source

	2011
Professional digital/web/mobile	80%
Consumer digital/web/mobile	20

Services: Mobile apps, cross platform medical games, surgical simulations, 3D animation, augmented reality and gesture based programs, eLearning programs, technical strategic consulting.

Divisions: Spongelab Interactive

Jocoto Advertising, Inc.

331 Jefferson Street
Oakland, CA 94607

Phone: 925-855-7412

Fax: 510-496-5477

E-mail: rachel@jocoto.com

Web: www.jocoto.com

Founded: 2000

Officers: Tom Collins, President/Principal; Stephen Coldiron, Treasurer/Principal

2011 Gross Income: Under \$5 million

Full-time Employees: 15 (2011) 12 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional print ads	10%	10%
Sales materials	40	50
Professional digital/web/mobile	30	10
Direct marketing	20	30

Healthcare accounts: Abaxis: Veterinary In-Office Testing, All Products; AngioScore: Scoring Balloon Catheters, All Products; Heidelberg Engineering: Ophthalmic Imaging, All Products; ISTO Technologies: Orthopedic Solutions, All Products; Mako Surgical: Robotic Orthopedic Surgery, All Products; Myriad Genetics: Emerging Products; Nevro: Spinal Cord Stimulation/Pain Relief, All Products; Oraya Therapeutics: Novel AMD Treatment, All Products; Revision Optics: Presbyopia, All Products; TessArae: Custom Genetic Assay Development, All Products; Ventus Medical: Sleep Apnea and Snoring Solutions, All Products; Veracyte: Personalized Medicine/Thyroid Cancer

Number of Accounts gained: 4

Accounts gained: Myriad Genetics: Emerging Products; Oraya Therapeutics: Novel AMD Treatment, All Products; Revision Optics: Presbyopia, All Products; TessArae: Custom Genetic Assay Development, All Products

Services: Full-Service healthcare advertising/marketing. Strategy/creative/production/photography.

New Hire Detail: Michael Rossin, Director of Account Services

JUICE Pharma Worldwide

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

Phone: 212-367-1595

Fax: 212-367-1594

E-mail: connect@juicepharma.com

Web: www.juicepharma.com

Founded: 2002

Officers: Lois Moran, Managing Partner, President/CEO; Lynn Macrone, Managing Partner, Chief Creative Officer; Forrest King, Managing Partner, Chief Innovation Officer; Roxana Bannach-Lin, EVP, Managing Director, Strategic Planning/Business Development; Randy Goldstein, SVP, Managing Director, Director of Agency Integration; Colleen Katzman, EVP, Managing Director, Client Services; Adam Kline, EVP, Managing Director, Group Creative Director, Art; Howard Nagelberg, Managing Director, Chief Financial Officer; Robert Palmer, EVP, Managing Director, Digital Practice; Laurence Richards, EVP, Managing Director, Client Services; Joan Wildermuth, EVP, Managing Director, Group Creative Director, Copy

2011 Gross Income: \$40 million to \$65 million

Full-time Employees: 189 (2011) 126 (2010)

Healthcare accounts: Leo Pharmaceuticals: Picato; Merck & Co., Inc.: Azasite, Cosopt, Cosopt PF, Gardasil, Isentress, M-M-R II, Maxalt, PedvaxHIB, PegIntron, Pneumovax 23, ProQuad, RotaTeq, Saflutan, Saphris, Suvorexant, V503, Varivax, Victrelis, Zioptan, Zostavax; Pfizer: BeneFIX, ReFacto AF, Tofacitinib, Xyntha

Number of Accounts gained: 15

Accounts gained: Leo Pharmaceuticals: Consumer AOR (including interactive AOR) for Picato; Merck & Co., Inc.: Professional AOR (including interactive AOR) for Azasite, Cosopt, Cosopt PF, Isentress, M-M-R II, PedvaxHIB, PegIntron, ProQuad, RotaTeq, Suvorexant, V503, Varivax, Victrelis, Zioptan

Services: JUICE Pharma Worldwide is a full-service agency in New York City, specializing in synergistic HCP/consumer communications that help pharma brands reach their maximum market potential.

New Hire Detail: Angela Cole, MPH, RN, SVP, Strategic Planning/Business Development

Kane & Finkel Healthcare Communications

534 4th Street
San Francisco, CA 94107

Phone: 415-777-4990

Fax: 415-777-5019

E-mail: newbusiness@kaneandfinkel.com

Web: www.Kaneandfinkel.com

Founded: 1997

Officers: John Kane, Principal, Managing Director; Robert Finkel, Principal, Chief Creative Officer; Jodi Alden, VP, Client Services Director; Jan Vennari, Client Services Director; David Knechtel, Client Services Director, Europe; Jon Meisner, SVP, Medical Director; Deborah Kessler, SVP, Chief Science Liaison

2011 Gross Income: \$25 million to \$40 million

Full-time Employees: 75 (2011) 68 (2010)

Healthcare accounts: Accera: Axona; Astellas Asia Pacific: Transplant Experience; Astellas Pharma US: Prograf, Transplant Experience; Astellas Pharma Europe: Advagraf, Prograf, Astellas Transplant; Bayer: Nexavar, Xofigo; Celgene: Revlimid; Cepheid: Xpert CT/NG; Dynavax Technologies: HepHisav; Gilead Sciences, Inc: Letairis Professional, Letairis Patient, Letairis Corporate; Onyx Pharmaceuticals: Nexavar, Med Info; OrthoAccel Technologies: AcceleDent; Precision Dermatology: HylatopicPlus; QLT Inc: Visudyne, QTE-0009; Raptor Pharmaceuticals: RP103; Santen Pharmaceuticals: Santen Corporate; Valeant: Retin-A Micro; Vertex: Kalydeco; XDX: AlloMap; XOMA Ltd: Aceon, Medical Communications

Number of Accounts gained: 10



Accounts gained: Dynavax Technologies; HEPLISAV; Cepheid; Xpert CT/NG; Onset Dermatology; HylatopicPlus; Raptor Pharmaceuticals; RP103; Astellas Pharma US; Pipeline Product Transplant; Celgene; Revlimid; Santen Pharmaceuticals; Santen Corporate; XOMA Ltd; Aceon, Medical Communications; American Medical Systems; Corporate Communications
Services: Offering a range of digital and non digital capabilities, agency services include market strategy and brand planning, brand parenting, branded science, marketing excellence workshops, creative campaign development, eDetailing and mobile app development, and more.
New Hire Detail: Jan Vennari, Client Services Director

Klick Health

175 Bloor Street East
 Toronto, ON Canada M4W 3R8

Phone: 877-885-9957

Web: www.klick.com

Founded: 1997

Officers: Peter Cordy, Chairman; Leerom Segal, President & CEO; Aaron Goldstein, COO; Steve Willer, CTO; Brian O'Donnell, EVP Interactive Services; Alec Melkonian, SVP Sales & Client Services; Lori Grant, SVP Brand Development & Digital Strategy; Mark Hadfield, SVP Program Delivery; Glen Webster, SVP Corporate Development; Glenn Zujew, VP Creative Services

Full-time Employees: 191 (2011) 142 (2010)

Services: We partner with leading healthcare companies to create digital solutions which hinge on our in-house expertise spanning the digital universe - creative, analytics, instructional design, user experience, relationship marketing, strategy, social and mobile.

Offices: 500 North Michigan, Chicago, IL 60611

Divisions: Klick Health Learning Solutions

Kyp, Inc.

380 Lexington Avenue, 17th Floor
 New York, NY 10168

Phone: 212-551-7878

Fax: 917-591-1514

E-mail: inquiries@kyp.com

Web: www.kyp.com

Founded: 2005

Parent company: Kyp, Plc, Meridien House, 42-43 Upper Berkeley Street, London, W1H 5QL UK

Officers: Nicholas Miller, CEO; Maria Antoniou, Senior Vice President, Sales; Kieron Tarling, Vice President, Operations; Steve Shapiro, Vice President, Partnership Development; Erika Stauffer, Director of Marketing

Healthcare accounts: Kyp is working with many of the world's pharmaceutical brands at companies including Allergan, Amgen, Abbott, AstraZeneca, Bayer, BMS, CSL Behring, EMD Serono, GSK, Merck, Novartis, P&G, Johnson & Johnson, Ortho-McNeil, Sanofi-Aventis, Wyeth and more.

Services: Kyp seamlessly bridges physical media and the digital world to uniquely create measurable closed-loop engagement journeys for physicians and patients. We develop one-to-one marketing solutions for a wide variety of healthcare needs and offer a range of design, fulfillment and strategy services.

Julie A. Laitin Enterprises Public Relations

750 Third Avenue, 9th Floor

New York, NY 10017

Phone: 212-572-9615

E-mail: jlaitin@julielaitin.com

Web: www.julielaitin.com

Founded: 1982

Officers: Julie Laitin, President

Full-time Employees: 5 (2011) 5 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional digital/web/mobile		10%
Public relations	90%	90
Other	10	

Healthcare accounts: AbelsonTaylor; Cadient Group; closerlook; HCB Health; MicroMass Communications; Saatchi & Saatchi Health; Publicis Healthcare Group; Publicis Touchpoint Solutions; Siren Interactive; StrikeForce Communications

Number of Accounts gained: 2

Accounts lost: Saatchi & Saatchi Health; Cadient Group

Services: Full service marketing and public relations specializing in healthcare.

LehmanMillet

2 Atlantic Avenue

Boston, MA 02110

Phone: 617-722-0019

Fax: 617-722-6099

E-mail: bruce_lehman@lehmanmillet.com

Web: www.lehmanmillet.com

Founded: 1978

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

Officers: Bruce Lehman, Carolyn Morgan, Deborah Lotterman, Eric Levreault, Marinella Georgino, Lauren Westberg

2011 Gross Income: \$25 million to \$40 million

Full-time Employees: 80 (2011) 70 (2010)

Healthcare accounts: Abbott Diagnostics, Kinetic Concepts, Edwards Lifesciences, the Carticel and MACI brand teams at Sanofi, CardioDx, Myriad Genetics, Abbott Medical Optics, Zimmer Dental, the therapeutic nutritional franchise at Abbott Nutrition, and Focus Diagnostics

Number of Accounts gained: 7

Accounts gained: Auxilium Pharmaceuticals; Xiaflex; Foundation Medicine; Genentech; Lucentis; Lifebox; Meda Pharmaceuticals; PreferaOB; Vermillion; Ova1
Services: Positioning and key message development, market research, marketing communications planning, corporate/product identity, medical communications, media planning, advertising and promotion, direct marketing, digital, sales support.

Offices: Santa Ana, CA

LLNS

220 East 42nd Street

New York, NY 10017

Phone: 212-771-3000

Fax: 212-771-3057

E-mail: @llns.com

Web: www.llns.com

Founded: 1972

Parent company: Omnicom Group, 437 Madison Avenue,

New York, NY 10022

Officers: Sharon Callahan, CEO Janet Donnelly, President Steve Hamburg, Chief Creative Officer Peter Zagorin, Executive Vice President, Director of Client Services Violet Aldaia, Senior Vice President, Management Supervisor Anna Maria Echeverri, Senior Vice President, Management Supervisor Brendan Ward, Senior Vice President, Group Creative Director

Healthcare accounts: Braintree Laboratories Inc.: HalfLyte, Suprep; Cordis: Empira, Exoseal, Transradial, Powerflex, Smart Stent; Daiichi Sankyo: Oncology Pipeline; Eisai Inc.: Aricept; Ethicon Endo-Surgery Inc.: Minimally Invasive Procedure Devices, HARMONIC, ENSEAL devices; Otsuka Pharmaceutical Inc.: IV Busulfex; Merck: Odanacatib; Novartis Oncology: Afinitor; Pfizer Inc.: Aricept, Aromasin, Xalkori; Pfizer Animal Health: Cerenia, Lepto Vaccine, Slentrol; Genentech: CellCept

Number of Accounts gained: 2

Accounts gained: Ethicon Endo-Surgery Inc.: HARMONIC, ENSEAL devices; Novartis Oncology: Afinitor

Services: As a full-service agency, LLNS can manage a product from pre-launch to LOE. Our services include branding, product positioning, strategic planning, creative and digital services, advertising, field force support, non-personal promotion, convention and congress activities, and full-service studio

New Hire Detail: Steve Hamburg, Chief Creative Officer

Divisions: Economic VUE

Mangos Inc.

10 Great Valley Parkway
Malvern, PA 19355

Phone: 610-296-2555

E-mail: info@mangosinc.com

Web: www.mangosinc.com

Founded: 1977

Officers: Bill Gast, Partner; Bradley Gast, Partner

Full-time Employees: 20 (2011)

Healthcare accounts: AmerisourceBergen, Main Line Health, Bryn Mawr Hospital, Bryn Mawr Rehab Hospital, Paoli Hospital, Lankenau Hospital, Riddell Memorial Hospital, Lehigh Valley Health Network, Mirixa, Myoderm, Siemens Audiology, Siemens Healthcare, Stryker

Services: Mangos is a full-service advertising agency, independently owned since 1977. Based in Philadelphia, we help bold thinkers and doers around the world make complex business issues simple, human and relevant. We've earned a reputation for creating award-winning work that delivers proven results.

Maricich Healthcare Communications

18201 McDermott West, Suite A
Irvine, CA 92614

Phone: 949-223-6455

Fax: 949-223-6451

E-mail: mark@maricich.com

Web: www.Maricich.com

Founded: 1986

Officers: Mark Maricich, CEO/Strategic Director; David Maricich, President/Creative Director; Suzanne Maricich, Principal; Roxy Taravati, Account Manager; Cindy Ramirez, Creative Manager; Kate Jennings, Public Relations Director

2011 Gross Income: Under \$5 million

Full-time Employees: 15 (2011) 13 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional print ads	10%	10%
Sales materials	10	10
Professional digital/web/mobile	10	10
Consumer print ads	10	10
Consumer digital/web/mobile	10	10
Promotional medical education	10	10
Direct marketing	30	30
Public relations	10	10

Healthcare accounts: ARAMARK, Oraya Therapeutics, UCI Health System, MemorialCare, LA Care Health Plan

Services: Maricich is a brand development and marketing communications firm specializing in promoting healthcare and medical brands, products and services to physicians and healthcare administrators and consumers. Services include strategy, creative, advertising, Web, PR, direct, SEO/SEM and media.

Officers: Maricich is a member of the Transworld Advertising Agency Network (TAAN) with over 50 affiliate offices worldwide.

McCann Echo Torre Lazur

49 Bloomfield Avenue
Mountain Lakes, NJ 07046

Phone: 973-257-3900

Fax: 973-257-4316

E-mail: bill.mcellen@mccann.com

Web: www.echo-tl.com

Founded: 2001

Parent company: McCann Health

Officers: Bill McEllen, President; Juan Ramos, EVP, Executive Creative Director; Tracy Blackwell, EVP, Managing Director; Joe Maynard, EVP, Managing Director

2011 Gross Income: \$15 million to \$25 million

Full-time Employees: 133 (2011) 126 (2010)

Healthcare accounts: Eisai Inc./Janssen Pharmaceuticals: AcipHex; Teva Pharmaceutical: CNS Compound; Galderma Laboratories: Brimonidine, Differin, Epiduo, MetroGel 1%, Oracea, Tri-Luma; Novo Nordisk: Levemir, NovoLog, NovoLog Flex-touch, NovoLog Mix; Shionogi & Co. and ViiV Healthcare: Dolutegravir, Dolutegravir/Lamivudine/Abacavir Single Tablet Regime; ViiV Healthcare: Epzicom/Kivexa, Lexiva/Telzir, Selzentry/Celsentri; XenoPort Inc./GlaxoSmithKline: Horizant

Number of Accounts gained: 6

Accounts gained: Galderma Laboratories: Brimonidine; Novo Nordisk: NovoLog Flex-touch, NovoLog Mix; Shionogi & Co./ViiV Healthcare: Dolutegravir, Dolutegravir/Lamivudine/Abacavir Single Tablet Regime

McCann HumanCare

622 Third Avenue
New York, NY 10017

Phone: 646-865-3908

Fax: 646-865-3199

E-mail: andrew.schirmer@mccann.com

Web: www.mccannhumancare.com

Founded: 2003

Parent company: McCann Worldgroup, 622 Third Avenue, New York, NY 10017

Officers: Andrew Schirmer, EVP, Managing Director; Douglas Welch, SVP, Executive Creative Director; BJ Kaplan, SVP, Executive Creative Director

2011 Gross Income: \$25 million to \$40 million

Full-time Employees: 50 (2011) 45 (2010)

Agency A-to-Z

U.S. billings breakdown by media/source

	2011	2010
Consumer print ads	30%	35%
Consumer broadcast	35	40
Consumer digital/web/mobile	35	25

Healthcare accounts: Boehringer Ingelheim: Zantac, Tradjenta; Forest/ Ironwood: Linaclotide; Johnson & Johnson: ACUVUE; Merck: Nasonex, Singular, Dulera; Novartis: Reclast; Pfizer: Toviaz, Premarin

Number of Accounts gained: 2

Accounts gained: Forest/ Ironwood: Linaclotide; Merck (as part of IPG consolidation): Nasonex, Singular, Dulera

Services: DTC, RM/CRM/digital, DTP

New Hire Detail: Andrea Thompson, Creative Director; Dana Joachim, CRM Lead; Renato Taralli, Project Management Lead

McCann RCW Healthcare

4747 Executive Drive, Suite 1080
San Diego, CA 92121

Phone: 858-526-2400

Fax: 858-526-2405

Web: www.rcwmccannhealthcare.com

Founded: 2001

Parent company: McCann-Healthcare Worldwide

Officers: Jeffery Sweeney, President; Matthew West, VP/Chief Talent Officer

2011 Gross Income: \$5 million to \$10 million

Full-time Employees: 50 (2011) 50 (2010)

Healthcare accounts: Allergan, Amgen, Amag Pharmaceuticals, Millennium, Takeda Oncology, Prometheus

Number of Accounts gained: 4

Accounts gained: Allergan, Amgen, Millennium, Prometheus

Services: RCW McCann Healthcare is a full-service healthcare agency with a specialization in oncology and high-science. Based in California, the agency provides local service, through offices in California and New York—tapping into the large pool of healthcare creative talent in the NY metro area.



the LAP-BAND AP System for 25 million more patients. The black-and-white image creates an effective juxtaposition with the vibrant, exciting LAP-BAND news on the right.

FEATURED WORK

Description: Lap-Band AP System, Allergan, Journal Ad, iPad Application and Poster

Why this ad is special: The "That was then, this is now" journal ad shows the "Then" as obsolete weight-loss methods to generate excitement around the "Now" approval of

McCann Regan Campbell Ward

150 East 42nd Street, 16th Floor
New York, NY 10017

Phone: 646-742-2100

Fax: 646-742-2206

E-mail: contact@rcw.com

Web: www.rcw.com

Founded: 1997

Parent company: McCann Healthcare Worldwide

Officers: Maureen Regan, Managing Partner; Rich Campbell, Strategic Partner; Brendan Ward, Creative Partner; Matthew West, VP/Chief Talent Officer; Nelson Hunter, EVP/CFO

2011 Gross Income: \$25 million to \$40 million

Full-time Employees: 150 (2011) 150 (2010)

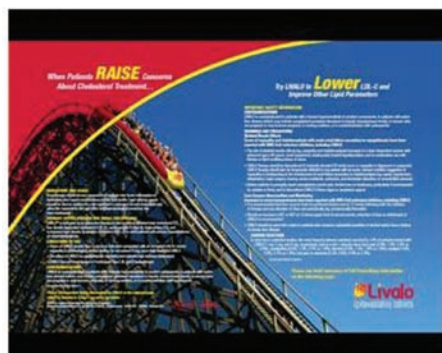
Healthcare accounts: AAFP, Alexion, BMS, Kowa/Lilly, Novartis Oncology, Sigma Tau

Number of Accounts gained: 2

Accounts gained: Elsevier, Sunstar

Number of Accounts lost: 5

Services: Regan Campbell Ward is a full-service healthcare agency. RCW is committed to developing ideas that are both strategic and creative - and through MediaDexterity, ideas are communicated across all channels, across the country and around the world.



FEATURED WORK

Description: Livalo (pitavastatin) Tablets, Kowa Lilly, Journal Ad

Why this ad is special:

In late 2011, with the help of Regan Campbell Ward, Kowa Pharmaceuticals America, Inc. and Eli Lilly & Company launched the current Livalo creative campaign, the "Roller Coaster" campaign. In market research, the brand teams learned a frustration that physicians

face with their patients raising concerns about being prescribed a statin. The visual of the roller coaster acknowledges this frustration by the visual of the roller coaster at its peak "raising" concerns, coupled with the visual of the descending roller coaster, the solution of Livalo "lowering" LDL-C (as well as improving other lipid parameters). The Livalo "Roller Coaster" campaign began running in the winter of 2011 and continues to run in professional journals and in sales materials, garnering additional awareness for the brand. In late 2011, with the help of Regan Campbell Ward, Kowa Pharmaceuticals America, Inc. and Eli Lilly & Company launched the current Livalo creative campaign, the "Roller Coaster" campaign. In market research, the brand teams learned a frustration that physicians face with their patients raising concerns about being prescribed a statin. The visual of the roller coaster acknowledges this frustration by the visual of the roller coaster at its peak "raising" concerns, coupled with the visual of the descending roller coaster, the solution of Livalo "lowering" LDL-C (as well as improving other lipid parameters). The Livalo "Roller Coaster" campaign began running in the winter of 2011 and continues to run in professional journals and in sales materials, garnering additional awareness for the brand.

McCann TL Managed Markets

20 Waterview Boulevard

Parsippany, NJ 07054

Phone: 973-263-9100

Fax: 917-305-4272

E-mail: managed.markets@mccann.com

Web: www.tlmanagedmarkets.com

Founded: 2001

Parent company: McCann Health, 20 Waterview Boulevard, Parsippany, NJ 07054

Officers: Kim Wishnow-Per, EVP, Managing Director; Rob Thomas, VP, Creative Director; Michael Kape, VP, Strategic Communications; Karen Shoshan, VP, Account Group Supervisor; Mary Easterday, VP, Account Group Supervisor

2011 Gross Income: \$5 million to \$10 million

Full-time Employees: 32 (2011) 30 (2010)

Healthcare accounts: Astra Zeneca: Global; Bristol-Myers Squibb/Sanofi: Plavix; Daiichi Sankyo: Welchol; Eisai: Managed Markets; Genentech Access Solutions: Rheumatology, Xolair, pertuzumab; Janssen: Simponi U.C.; Novartis: Relcast, Strategic Market Access; Novo Nordisk; Teva Neuroscience: laquinimod; ViiV Healthcare: Market Access

Number of Accounts gained: 4

Accounts gained: Teva Neuroscience: laquinimod; Astra Zeneca: Global; Genentech Access Solutions: pertuzumab; Janssen: Simponi U.C.

Number of Accounts lost: 1

Accounts lost: Teva Neuroscience: laquinimod (FDA filing was delayed)

Services: We evaluate the managed markets landscape to determine a medication's value — and place in the market. We work with our clients as their guide, by using our access intelligence, experience and connections to develop the strategies and solutions they need to shift the market.

New Hire Detail: Rob Thomas, VP, Creative Director

McCann Torre Lazur

20 Waterview Boulevard

Parsippany, NJ 07054

Phone: 973-263-9100

Fax: 973-263-4113

Web: www.torrelazur.com

Founded: 1979

Parent company: Interpublic Group of Companies, 1114 Avenue of the Americas, New York, NY 10036

Officers: Marci Piasecki, CEO; Marcia Goddard, EVP Creative Director; Tatiana Lyons, SVP Director of Client Services; Mike Lawlor, CFO

Full-time Employees: 156 (2011) 179 (2010)

Healthcare accounts: Actelion: Macitentan; Alexza Pharmaceuticals: AZ-004; Aptalis Pharma Inc: Scandishake, Ultresa, Canasa, Aptalis Patient Support; Bristol-Myers Squibb/Sanofi-Aventis: Plavix; GlaxoSmithKline: Advair, Avodart, Jalyn, Arzerra, Flovent, Fluticasone fuoroate + vilanterol inhalation powder, Tykerb, BRAF Inhibitor, MEK Inhibitor, Umeclidinium/vilanterol, Respiratory Care Connection, Ventolin HFA; GlaxoSmithKline/Stiefel: Altabax/Altargo, Bactroban, Betnovate, Cutivate, Dermovate, Duac 3%, Taz, Evoclin, Veltin, Extina, Luxiq, Olux/Olux E, Soriatane, Sorilux, Verdeso, Vusion; Jazz Pharmaceuticals: Xyram; Teva Pharmaceuticals: Laquinimod, Global Copaxone; UCB Inc: Vimpat US and Global; Boehringer Ingelheim: Tradjenta, Jentadueto, BI201335, BI207127, HCV Franchise; Grifols: Albutein, Alphanate, Alphanine SD, Flebogamma DIF, Gamunex-C, Hypermunes, Plasbumin, Plasmanate, Prolastin-C Liquid, Thrombate III; Shionogi: Cuvposa, Kapvay, Ulesfia

Number of Accounts gained: 30

Accounts gained: Alexza Pharmaceuticals: AZ-004; Aptalis Pharma Inc: Canasa, Pylera, Aptalis Patient Support; Boehringer Ingelheim: BI201335; BI207127, HCV Franchise; Grifols: Albutein, Alphanate, Alphanine SD, Flebogamma DIF, Gamunex-C, Hypermunes, Plasbumin, Plasmanate, Prolastin-C Liquid, Thrombate III; GlaxoSmithKline: BRAF Inhibitor, MEK Inhibitor, Umeclidinium/vilanterol, Respiratory Care Connection, Ventolin HFA; GlaxoSmithKline/Stiefel: Duac 3%, Onmel, Taz; Shionogi: Cuvposa, Kapvay, Ulesfia; UCB Inc: Vimpat (US and Global Interactive)

Number of Accounts lost: 3

Accounts lost: Boehringer Ingelheim Pharmaceuticals: Tradjenta; GlaxoSmithKline/Adolor: Entereg; Valeant Pharmaceuticals: Zovirax

Services: McCann Torre Lazur is a full-service professional advertising agency. The flagship agency of McCann Health, we are global and local: strategic, scientific, and creative leadership, branding, digital strategy/execution, innovative media, audio/video. We maximize brands from launch through life.

McK Healthcare

200 State Street, 12th Floor

Boston, MA 02109

Phone: 617-482-8228

Fax: 617-482-4994

E-mail: info@mckhealthcare.com

Web: www.mckhealthcare.com

Founded: 2003

Officers: Michael McLinden, Partner, Chief Strategy Officer; Melissa Wojcik, Chief Operating Officer; Rich Angelini, SVP & Executive Creative Director; Terry Gladman, SVP & Director of Client Service

2011 Gross Income: \$5 million to \$10 million

Full-time Employees: 26 (2011) 23 (2010)

U.S. billings breakdown by media/source

	2011
Professional print ads	5%
Sales materials	25
Professional digital/web/mobile	45
Consumer digital/web/mobile	10
Promotional medical education	15

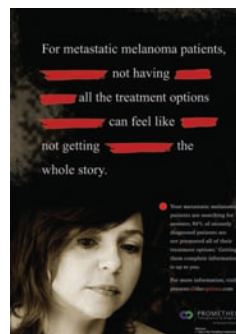
Healthcare accounts: Helsinn: anamorelin; Upsher-Smith Laboratories: Divigel, Neurology pipeline; UCB Pharma: Neupro; UCB S.A.: Neupro

Number of Accounts gained: 2

Services: Market strategy and development; branding; core creative; fully integrated advertising and promotion (professional and patient); personal and non-personal sales support; promotional education

New Hire Detail: Rich Angelini, SVP & Executive Creative Director; Terry Gladman, SVP & Director of Client Service

Divisions: Account Management, Marketing Strategy and Development, Digital Strategy and Development, Creative Strategy and Development



FEATURED WORK

Creative/Account Team: Keith Finch, AD; Emitt Peterson CW; Rich Angelini, Executive Creative Director

Media Team: Margot Anderson, Mc|K Healthcare

MCS Healthcare Public Relations

1420 US Highway 206, Suite 100

Bedminster, NJ 07921

Phone: 908-234-9900

Fax: 908-470-4490

E-mail: jeffh@mcspr.com

Web: www.mcspr.com

Founded: 1985

Officers: Joe Boyd, Chief Executive Officer; Jeff Hoyak, President; Todd Forte, Executive Vice President; Brian Thompson, Senior Vice President

2011 Gross Income: Under \$5 million

Full-time Employees: 20 (2011) 20 (2010)

Healthcare accounts: Merck: Brinavess, Remicade, Simponi, Vorapaxar; Genentech (Roche): Activase; CSL Behring: Berinert, Humate-P, RiaStap; Qforma; Mann-Kind Corporation: Afrezza; PDR Network; Head and Neck Cancer Alliance

Services: Recognized for its strategic and innovative focus, MCS has global experience in virtually every healthcare category, with special expertise in data and regulatory communications, media relations, corporate and business-to-business communications, and professional and patient advocacy relations.



Med Ad Agency

2843 Hopyard Road, #180
Pleasanton, CA 94588

Phone: 925-462-2900

Fax: 925-462-9100

E-mail: info@medadagency.com

Web: www.MedAdAgency.com

Founded: 2008

Officers: Molly Crawley, Principal

2011 Gross Income: Under \$5 million

U.S. billings breakdown by media/source

	2011
Professional print ads	15%
Professional digital/web/mobile	15
Consumer print ads	15
Consumer digital/web/mobile	20
Promotional medical education	15
Direct marketing	20

Services: Med Ad Agency provides award-winning specialty marketing projects, including social media marketing. As your needs expand, our well-established relationships enable us to provide you with trusted resources—from individuals to teams to agencies—to help you achieve your sales and marketing goals.

Medical Minds, Inc.

6535 Caminito Sinnecock
La Jolla, CA 92037

Phone: 858-459-3692

Fax: 858-777-5445

Web: www.med-minds.com

Officers: Lynn Nye, PhD, President; Art Nagano, Creative Director; Chuck Dexter, MS, Senior Medical Director; Jerry McMacken, Operations Manager

2011 Gross Income: Under \$5 million

Full-time Employees: 12 (2011) 12 (2010)

U.S. billings breakdown by media/source

	2011	2010
Sales materials	10%	10%
Promotional medical education	60	70
Other	30	20

Healthcare accounts: Boehringer Ingelheim: Patient Advocacy, Dexcom; SEVEN, Genoptix Medical Laboratory: Oncology Diagnostics, National Coalition for Cancer Survivorship; Cancer Survival Toolbox, Sequentia: Oncology Diagnostics, Tocagen: TOCA 511

Number of Accounts gained: 3

Accounts gained: Boehringer Ingelheim: Patient Advocacy, Sequentia: Oncology Diagnostics, Tocagen: TOCA 511

Services: Full-service marketing communications, branding, promotion, medical education, and patient advocacy.

New Hire Detail: Chuck Dexter, MS, Senior Medical Director

MedThink Inc.

3301 Benson Drive, Suite 400
Raleigh, NC 27609

Phone: 919-786-4918

Fax: 919-786-4926

E-mail: info@medthink.com

Web: www.medthink.com

Founded: 2004

Officers: Scott Goudy, President; Angie Miller, Senior Vice President; Sean Frederick, Creative Director; Jon Hudson, VP, Innovation; Brian Peters, VP, Promotional Services

2011 Gross Income: \$10 million to \$15 million

Full-time Employees: 65 (2011) 70 (2010)

New Hire Detail: Gayle Tuttle, Director, Public Relations & Social Media; Joe Schachle, Vice President, Business Development

Divisions: Advertising and Promotion, Digital, Media and Analytics, Medical Communications, Public Relations

Metaphor

119 Cherry Hill Road
Parsippany, NJ 07054

Phone: 963-334-1009

Fax: 973-334-1667

E-mail: info@metaphorinc.com

Web: www.metaphorinc.com

Founded: 1998

Officers: Nick Calandrillo, Chief Creative Officer; Dwayne Hann, President; Chris Calandrillo, VP, Account Management

2010 Gross Income: \$5 million to \$10 million

Full-time Employees: 26 (2010) 32 (2009)

U.S. billings breakdown by media/source

	2011
Professional ads	5%
Digital marketing	40
Sales materials	35
Medical education	0
Direct marketing	20
Public relations	0

Healthcare accounts: Akrimax Pharmaceuticals, LLC: Inderal LA, Nitromist, Tirosint, Primlev, Suprenza; Becton Dickinson: BD EZ, BD Veritor System; Fresenius; Cancer Hope Network

Number of Accounts gained: 3

Number of Accounts lost: 1

MicroMass Communications, Inc.

11000 Regency Parkway, Suite 300
Cary, NC 27518

Phone: 919-851-3182

Fax: 919-851-3188

E-mail: info@micromass.com

Web: www.micromass.com

Founded: 1994

Officers: Jeff Burkell, Partner; Alyson Connor, Partner; Phil Stein, Partner

2011 Gross Income: \$5 million to \$10 million

Full-time Employees: 65 (2011) 65 (2010)

Healthcare accounts: Takeda: edarbi; United Therapeutics: Remodulin, Tyvaso, Living PAH; Acura Pharmaceuticals: Nexafed; Metagenics; GSK; Grifols: Gamunex; Quintiles; Auxilium

Services: Full service healthcare marketing agency with special and unique expertise in human health behavior—utilizing behavioral science to unlock insights into why people do what they do and how brands can create more profound connections with them. CRM, non-personal promotion and digital services.

Offices: Chicago, IL

Natrel Communications

119 Cherry Hill Road
Parsippany, NJ 07054
Phone: 973-292-8400
Fax: 973-292-9101
E-mail: atrent@natrelusa.com or dnakamura@natrelusa.com
Web: www.natrelusa.com
Founded: 1999
Officers: Allan Trent, Partner; David Nakamura, Partner
2011 Gross Income: \$10 million to \$15 million
Full-time Employees: 55 (2011) 60 (2010)

Healthcare accounts: PharmaDerm: Solaraze, Apexicon, Cutivate Lotion, Oxistat, Veregen, PharmaDerm Corp; Impax: IPX066, Zomig; Meda Pharmaceuticals Inc: Edluar; CSL Behring: Hizentra, Humate-P, Biostate, Privigen; Sanofi: Oncology Managed Markets; Terumo: SurGuard3; Merz: Balaxur; Shionogi Pharma: Tybix ODT, Orapred ODT, Moxatag, Naprelan; Corcept Therapeutics Inc: Korlym; Aptalis: Pylera

The Navicor Group

480 Olde Worthington Road, Suite 200
Westerville, OH 43082
Phone: 614-543-6011
Fax: 614-839-7330
Web: www.navicorgroup.com
Founded: 2004
Parent company: inVentiv Health, 1 Van de Graaff Drive, Burlington, MA 01803
Officers: Garnett Dezember, President; Dave Query, Executive VP, Managing Director; Marvin Bowe, Senior VP, Executive Creative Director; LeAnn Duncan Miller, VP Resource Management
Full-time Employees: 60 (2011) 52 (2010)

Healthcare accounts: Millennium: Velcade; Seattle Genetics: Adcetris; Takeda/Affymax: Omontys
Number of Accounts gained: 3
Accounts gained: Sigma Tau: pipeline; NovoCure: TTF Novo; OncoGeneX: pipeline
Services: Oncology continues to be a growth engine in a pharmaceutical industry increasingly focused in specialty areas. The Navicor Group was designed eight years ago as an agency to support exclusively the oncology/hematology markets and remains steadfast in its focus and expertise supporting products that transform patients into survivors.
New Hire Detail: Navicor continued to strengthen and expand its staff with Damon Owens, Vice President Account Services. Damon came from Bristol-Myers Squibb, where he held several positions, including Associate Director, ERBITUX; Associate Director, Sprycel; and Manager Oncology Strategic Marketing and Business Development. Frank Lescas joined Navicor as Account Director and comes from Dardine and Associates, where he was Director, Client Development; earlier he was with Interactive Network for Continuing Education. Brent Bernstein also joined Navicor as Senior VP/Account Director. Brent joined the organization, with 19 years of experience specializing in US and international healthcare-brand commercialization, marketing, and strategic leadership. His oncology experience is extensive, including colorectal, breast, prostate, pancreatic, and non-small cell lung cancers. Brent joined Navicor from Saatchi & Saatchi Healthcare Advertising, where he was Senior Vice President, Management Supervisor. He also spent a number of years at Sudler and Hennessey, in its offices in both New York and Milan, Italy.

NeON

161 Sixth Avenue, Corner of Spring Street
New York, NY 10013
Phone: 212-727-5600
E-mail: Mark.Arnold@neon-nyc.com, Kevin.McHale@neon-nyc.com
Web: www.neon-nyc.com
Founded: 2009

Parent company: Draftfcb, 100 West 33rd Street, New York, NY 10001
Officers: Mark Arnold, EVP, Managing Director; Kevin McHale, Executive Creative Director; Julie Bowers, SVP, Account Group Supervisor; Victoria Summers, SVP, Director Multichannel Marketing
2011 Gross Income: \$25 million to \$40 million
Full-time Employees: 118 (2011) 103 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional print ads	5%	5%
Sales materials	30	35
Professional digital/web/mobile	40	50
Consumer print ads	10	
Consumer digital/web/mobile	15	10

Healthcare accounts: Boehringer Ingelheim: Micardis, Twynsta; Gilead: Atripla, Viread (Project Work); Janssen: Canagliflozin; Novartis: Gleevec digital/patient, Tassigna digital/patient; Pfizer: Alsuma, Caduet, Caverject, Cleocin Ovules, DepoMedrol, DepoSubQProvera, Elelyso, Greenstone, Lipitor for You, Nicotrol Inhaler, Pfizer Injectables, Relpax, Zolofit
Number of Accounts gained: 4
Accounts gained: Gilead: Viread; Novartis: Gleevec, Tassigna; Pfizer: Lipitor for You
Number of Accounts lost: 1
Accounts lost: Pfizer: Tikosyn
Services: Analytics, branding/logo development, convention, DTC/DTP, eRM, in-office marketing, life-cycle management, managed care, MOA bideos, media, medical education, mobile marketing, premarket conditioning, professional advertising, rep training, SEM/SEO, social media monitoring, starter kits, strategic planning/market research, Website
New Hire Detail: Mark Arnold was brought on board as Managing Director of NeON in June 2011 to partner with Kevin McHale (Executive Creative Director) to handle the full-service offerings and operations of the agency. Victoria Summers (SVP, Director Multichannel Marketing) also arrived in 2011 and will partner with Julie Bowers (SVP, Account Group Supervisor) to advance our strategy, offerings, and analytics for our customers.
Officers: Draftfcb Healthcare: AREA 23
Divisions: dDFCB, digital strategy, creative and production; Mosaic, managed markets/access; ProHealth, medical education

Ogilvy CommonHealth Worldwide

400 Interpace Parkway
Parsippany, NJ 07054
Phone: 973-352-1000
Fax: 973-352-1500
E-mail: matt.giegerich@ogilvy.com
Web: www.ogilvychww.com
Founded: 2010
Parent company: WPP, 27 Farm Street, London, W1J 5RJ UK
Officers: Matt Giegerich, Chairman & CEO, Ogilvy CommonHealth Worldwide; David Chapman, Managing Partner, Ogilvy CommonHealth Worldwide; Michael Parisi, Managing Partner, Ogilvy CommonHealth Worldwide; Marc Weiner, Managing Partner, Ogilvy CommonHealth Worldwide; Gloria Gibbons, President EMEA, Ogilvy CommonHealth Worldwide; Emma Sergeant, Managing Director Global Business/President AP & Latina, Ogilvy CommonHealth Worldwide; Susan DiDonato, EVP, Chief Talent Officer, Ogilvy CommonHealth Worldwide; Robert Saporito, EVP, Chief Financial Officer, Ogilvy CommonHealth Worldwide
2011 Gross Income: More than \$100 million

Healthcare accounts: Allergan, AstraZeneca Pharmaceuticals, Baxter, Bayer Dermatology, Bayer HealthCare Pharmaceuticals, Bausch + Lomb, BioControl Medical, Boehringer Ingelheim, Bristol-Myers Squibb, Cancer Care Inc., Cardinal Health, Carl Zeiss, Daiichi Sankyo, Direct Relief International, Ferring Pharmaceuticals, Forest Laboratories Inc., Genentech Inc., GSK, GSK Consumer Healthcare, Ipsen, Johnson & Johnson, Lantheus, Lilly, Medtronic Inc., Merck & Co. Inc., Novartis, Novartis Consumer Healthcare, Parexel, Pfizer, Pfizer Consumer Healthcare, Pharmavite, Phillips

Agency A-to-Z

Healthcare, Reckitt Benckiser Inc., Regency Therapeutics, Roche, Sanofi-Aventis, Sanofi Pasteur, Shire, Smith & Nephew, Teva Pharmaceuticals, Unilever, Valeant Pharmaceuticals, Vertex

Services: Brand identity and development; clinical trial recruitment; digital/interactive services; direct-to-consumer; direct-to-patient; global integration; managed care marketing; market research and analytics; media planning and buying; medical advertising and promotion; medical education; public affairs

New Hire Detail: Neil Contess, President, Ogilvy CommonHealth Consumer Care, Ogilvy CommonHealth Worldwide; Susan Byrne, Director of Client Services, Ogilvy Healthworld; Iyiola Obayomi, Senior Director, Ogilvy Healthworld

Offices: Fast4wD Ogilvy, The Chocolate Factory, 636 11th Avenue, New York, NY 10036-2010; Ogilvy CommonHealth Consumer Care, 424 Interpace Parkway, Parsippany, NJ 07054; Ogilvy CommonHealth Insights & Analytics, 440 Interpace Parkway, Parsippany, NJ 07054; Ogilvy CommonHealth Interactive Marketing, 430 Interpace Parkway, Parsippany, NJ 07054; Ogilvy CommonHealth Medical Education, 402 Interpace Parkway, Parsippany, NJ 07054; Ogilvy CommonHealth Medical Marketing, 420 Interpace Parkway, Parsippany, NJ 07054; Ogilvy CommonHealth Medical Media, 442 & 426 Interpace Parkway, Parsippany, NJ 07054; Ogilvy CommonHealth Medical Media, The Chocolate Factory, 636 11th Avenue, New York, NY 10036-2010; Ogilvy CommonHealth Medical Media, 400 Meadowmont Village Circle, Suite 431, Chapel Hill, NC 27517-7505; Ogilvy CommonHealth Payer Marketing, 422 Interpace Parkway, Parsippany, NJ 07054; Ogilvy CommonHealth RedWorks, 400 Interpace Parkway, Parsippany, NJ 07054; Ogilvy CommonHealth Specialty Marketing, 444 Interpace Parkway, Parsippany, NJ 07054; Ogilvy Healthworld, The Chocolate Factory, 636 11th Avenue, New York, NY 10036-2010; Ogilvy Healthworld Medical Education, The Chocolate Factory, 636 11th Avenue, New York, NY 10036-2010; Ogilvy Healthworld Payer Marketing, 434 Interpace Parkway, Parsippany, NJ 07054; Ogilvy Healthworld RedWorks, 400 Interpace Parkway, Parsippany, NJ 07054; SCI Scientific Communications & Information, 432 Interpace Parkway, Parsippany, NJ 07054



FEATURED WORK

Description: The arresting image of a moderate-to-severe allergy patient compromised by their allergen testifies to the consequences of waiting for relief. This ad gives professionals an unforgettable reason to recommend ZYRTEC right from the start of symptoms.

Creative/account team: Brian

Doherty, EVP, Managing Director; Sergio Dente, VP, Account Group Supervisor; Tina McGill, SVP, Creative Director; Michele Moss, SVP, Group Creative Director; Brenda Molloy, VP, Associate Creative Director; Patty O'Brien, Associate Creative Director; Renee Wentworth, Group Copy Supervisor; Heather Canova, Sr. Art Director

Why this ad is special: Allergy is a highly commoditized category dominated by product-centric communication. For 30 years, allergy products have positioned themselves the same way to professionals: "POWERFUL," "FAST," "NONSEDATING." ZYRTEC chose to avoid features-and-benefits chest-beating, opting for a sufferer-centric approach that allows professionals to relate to their patients.

OnMessage

17304 Preston Road, Suite 1310
Dallas, TX 75252

Phone: 214-438-1106

E-mail: info@itsonmessage.com

Web: www.itsonmessage.com

Founded: 2001

Officers: James O'Gara, President & Founder; Fred Kersting, Managing Partner/Creative; Kim Smith, Managing Director/Creative; Emily Black, Managing Director/Messaging; Nancy Cantrell, Managing Director/Demand Generation Planning; Maria Colquitt, Director of Demand Generation Planning

Full-time Employees: 20 (2011) 17 (2010)

Healthcare accounts: AmerisourceBergen Corporation: AmerisourceBergen Specialty Group, ION Solutions, Lash Group, ICS, AndersonBrecon, AmerisourceBergen Consulting Services, US Bioservices

Number of Accounts gained: 7

Accounts gained: AmerisourceBergen Corporation: AndersonBrecon, Corporate Marketing; Tiempo; ThirdHat Software; Tribridge; Transplace; Orametrix

Number of Accounts lost: 2

Accounts lost: The SCOOTER Store; ALM First

Services: OnMessage is a messaging infusion company with a proven model for helping you develop a clear, compelling and consistent message. We create a messaging platform, then provide the employee training, demand generation and creative services to infuse that messaging inside and outside of your company.

New Hire Detail: Emily Black, Managing Director/Messaging

PACIFIC Communications

575 Anton Boulevard, Suite 900

Costa Mesa, CA 92626

Phone: 714-427-1900

Fax: 714-796-3039

E-mail: contact@pacificcommunications.com

Web: www.pacificcommunications.com

Founded: 1994

Officers: Ryan Abbate, President; Craig Sullivan, Executive Vice President, Managing Director; Pete Siegel, Executive Vice President, Creative Director; Joe Abiad, Director of Finance & Agency Operations; James Marlin, Executive Manager, Agency Services; Henry Lee, Senior Vice President, Director of Client Services; Karen Melanson, Senior Vice President, Director of Client Services

2011 Gross Income: More than \$100 million

Full-time Employees: 214 (2011) 186 (2010)

Healthcare accounts: Allergan: Aczone, Acuvail, Alphagan P 0.1%, Breast Aesthetics, Botox Cosmetic, Botox Chronic Migraine, Botox Hyperhidrosis, Botox Movement Disorders, Botox Reimbursement, Botox Upper Limb Spasticity, Combigan, Ganfort, Juvéderm, Lastacaft, Latisse, Lumigan, Managed Care, Optive, Ozurdex, Allergan Partner Privileges, Restasis, Sanctura XR, SER 120, Tazorac, Vivite, Zymaxid; Bausch & Lomb: Crystalens Intraocular Lens, Stellaris PC Vision Enhancement System, Stellaris MICS Vision Enhancement System, Akreos AO Intraocular Lens, enVista, Amvisc PLUS Viscoelastic, Akreos MICS Intraocular Lens, Incise, Victus; Covidien-ev3: Pipeline, Solitaire FR, Cello, Axium Prime; Thoratec: Heartmate II

Number of Accounts gained: 21

Accounts gained: Allergan: Acuvail, Botox Chronic Migraine, Botox Upper Limb Spasticity, Lastacaft, Sanctura XR, SER 120, Allergan Partner Privileges; Covidien-ev3: Pipeline, Solitaire FR, Cello, Axium Prime; Bausch & Lomb: Crystalens Intraocular Lens, Stellaris PC Vision Enhancement System, Stellaris MICS Vision Enhancement System, Akreos AO Intraocular Lens, enVista, Amvisc PLUS Viscoelastic, Akreos MICS Intraocular Lens, Incise, Victus; Thoratec: Heartmate II

Number of Accounts lost: 8

Accounts lost: Prometheus Laboratories: Celiac Plus, Crohn's Prognostic, IBS Diagnostic, Lotronex, MyCeliacID, Thiopurine Metabolites, TPMT Enzyme, TPMT Genetics

Services: PACIFIC Communications represents clients with products in pharmaceuticals, biotechnology, diagnostics, over-the-counter, medical devices, medical services and consumer health.

New Hire Detail: Joe Abiad, Director of Finance & Agency Operations

Palio

260 Broadway

Saratoga Springs, NY 12866

Phone: 518-584-8924

Fax: 518-583-1560

E-mail: mmyers@palio.com

Web: www.palio.com

Founded: 1999

Parent company: inVentiv Health, 1 Van de Graaff Drive, Burlington, MA 01803

Officers: Ed Decker, VP, Director of Financial Services; Lori Goodale, Director of Corporate Relations; John Guarino, SVP, Managed Markets & Payer Strategy; Mary Kate Hallahan, VP, Human Resource Manager; Paul Johnson, SVP, Managing Director of Client Services; Todd LaRoche, EVP, Managing Director of Creative; Guy Mastrion, Chief Global Creative Officer; Mike Myers, President; Andy Smith, EVP, General Manager, Director of Global Operations; Uwe Tigor, MD, EVP, Chief Medical Officer; Carl Turner, SVP, Director of Insight & Brand Strategy
Full-time Employees: 127 (2011) 128 (2010)

Healthcare accounts: Abbott Laboratories; Creon; Amylin Pharmaceuticals, Bydureon, Bydureon Managed Markets, Byetta, Byetta+Insulin Glargine, Byetta Managed Markets Corporate Managed Markets; Astellas Pharma US: Managed Markets, Protopic/US/Global; Avanir Pharmaceuticals: Nuedexta, Managed Markets; Biogen Idec Inc.: Avonex, PEG IFN; Duchesnay; Endo Pharmaceuticals: Frova, Opana ER, Voltaren Gel; Gilead Sciences Inc.: Without Exception Campaign, Managed Markets, QUAD, Complera Direct to Patient; NextWave Pharma: Nexiclon Managed Markets, Corporate Managed Markets, NWPO6, NWPO6 Managed Markets; Roche: Corporate; Blood Gas Monitor Franchise; Shire US Inc.: Fosrenol, Managed Markets; URL Pharma: Colcrys; Vertex: Corporate Managed Markets, Incivek Managed Markets

Number of Accounts gained: 28

Accounts gained: Amylin Pharmaceuticals: Bydureon Managed Markets, Byetta+Insulin Glargine, Byetta Managed Markets Corporate Managed Markets; Avanir Pharmaceuticals: Managed Markets; Baxter Healthcare Corp.: Specialty Therapies Franchise, Painfusor Catheter; Biogen Idec Inc.: PEG IFN; Endo Pharmaceuticals: Frova, Opana ER, Voltaren Gel, Consumer Centric Marketing; ePocrates: Enterprise Group; Gilead Sciences Inc.: Global HIV Franchise, Without Exception Campaign, Managed Markets, QUAD, Complera; NextWave Pharma: Nexiclon, Nexiclon Managed Markets, Corporate Managed Markets, NWPO6, NWPO6 Managed Markets; Shire US Inc.: Managed Markets; Teva Pharmaceutical Industries: Managed Markets; Vertex: Corporate Managed Markets, Incivek Managed Markets

Number of Accounts lost: 3

Accounts lost: Baxter Specialty Therapies, Baxter Painfusor Catheter, Biogen BG12
Services: We do great work across all mediums that connects brands to customers
New Hire Detail: Joseph Ford, VP, Insight & Brand Strategy; Adam Kesselman, VP, Account Director; Mary Lee MacKichan, PhD, VP, Account Director; Saul Morse, VP, Multichannel Integration; Sacha Ward Schroeder, SVP, Account Services
Offices: 264 Broadway, Saratoga Springs, NY 12866



FEATURED WORK

Description: Shattering Perceptions is an unbranded disease awareness campaign for Abbott.
Creative/Account Team: Guy Mastrion, Chief Global Creative Officer; Ken Messinger, SVP, Creative Director; Stephanie Hosmer; Shelly Hagen Account Team: Tiffany Ryan, VP, Account Services; Kristin Phillips, VP, Account Services; Ellen Mineau, Account Supervisor Editorial: Allen Mercier, Assistant Director, Editorial Services Production: Frank Mancini, Production Manager Design Lab: Mirek Janczur, Senior Brand Designer Brand Strategy: Jeremy Lichtenberger, Senior Brand Planner Medical Team: Meleik Goodwill, Medical Director Art Buying: Kim Werther, Art Producer

Why this ad is special: The objective of the Shattering Perceptions ad was dispelling common misperceptions that may serve as barriers to treatment of chronic pancreatitis. The stopping power of the imagery was critical to capturing attention of physicians and motivating them to rethink their perceptions of CP patients, looking beyond alcohol abuse in their diagnosis.

PIVOT Healthcare Communications

9 Campus Drive
 Parsippany, NJ 07054
Phone: 973-984-3333
Fax: 973-984-3372
Web: www.pivothealthcare.com
Founded: 2006
Officers: Cindy Schermerhorn, President & CEO; Kerry Cavender, SVP, Director Client Services; Anthony Cannon, CFO

Healthcare accounts: Cryo-Save: Cryo-Lip launch; Daiichi-Sankyo: Evoxac; Regeneron: ARCALYST; Warner-Chilcott: Actonel, Asacol, Asacol HD, Atelvia, Doryx, Enablex, Estrace Cream, Femring, Loestrin 24 Fe, Lo Loestrin Fe
Services: PIVOT is an independent, full-service professional ad agency. We offer strategic planning, branding, advertising and promotion, DTP/patient education, digital and managed markets promotion. Efficient and nimble, clients find our approach to business refreshing. Find out what you've been missing.



FEATURED WORK

Description: Patient launch campaign for Cryo-Lip, a division of Cryo-Save AG. Cryo-Lip offers the ability to bank stem cells from adipose tissue for future cosmetic enhancement procedures.
Creative/account team: Diana Rogers, Associate Creative Director, Copy; Jonathan Navarro, Associate Creative

Director, Art; Julia Sanders, Account Group Supervisor
Why this ad is special: Arresting, uncluttered, and sophisticated, the campaign at once conveys the innovation and promise of stem cell banking for future cosmetic purposes. It engenders excitement about using your own stem cells to enhance your appearance now and in the years to come. Beauty successfully merges with high science.

Publicis Healthware International

79 Madison Avenue
 New York, NY 10016
Web: www.publicishealthware.com
Founded: 1996
Parent company: Publicis Healthcare Communications Group
Officers: Roberto Ascione, President
2011 Gross Income: \$15 million to \$25 million
Full-time Employees: 200 (2011) 150 (2010)

Services: Strategy and consulting; digital communications; solutions and technology

Publicis Life Brands Medicus

1675 Broadway, 5th Floor
 New York, NY 10019
Phone: 212-468-3100
Fax: 212-468-3222
E-mail: lisa.ebert@publicislifibrands.com
Web: www.medicuslifibrands.com
Founded: 1972
Parent company: Publicis Healthcare Communications Group, 1675 Broadway, 8th Floor, New York, NY 10019
Officers: Lisa Ebert, EVP, Managing Director; Nick Manganiello, EVP, Chief Creative Officer; Linda Bennett, EVP, Director of Account Services; Eric Dickman, SVP, Director of Account Services; Tracey O'Brien, SVP,



Director of Account Services

2011 Gross Income: \$40 million to \$65 million

Full-time Employees: 190 (2011) 200 (2010)

Healthcare accounts: Abbott: Humira, A brand in development in CNS; AstraZeneca: Symbicort, Pulmicort Flexhaler, Pulmicort Respules; AstraZeneca/BMS: Dapagliflozin Global; Mead Johnson: Enfamil; Boehringer Ingelheim: Afatinib & BI Oncology Franchise; LungLLC: Adcirca; Novartis: Gilenya, Extavia; Procter & Gamble: Align, Crest/Oral B, Vicks, Metamucil, Prilosec OTC; sanofi: Allegra, Multipart; United Therapeutics: Tyvaso, Remodulin

Number of Accounts gained: 7

Accounts gained: AstraZeneca: Pulmicort Flexhaler, Pulmicort Respules; Abbott: A brand in development in CNS; Novartis: Gilenya, Extavia; United Therapeutics: Remodulin; Procter & Gamble: Vicks

Number of Accounts lost: 2

Accounts lost: Auxilium Pharmaceuticals: Xiaflex; Shionogi: Prenate, Kapvay, Ulesfia Lotion, Cuvposa

Services: Medicus creates meaningful customer engagement to foster relationships that build brands. We are a full service agency that delivers expertise across the range of channels in print and digital media.

Publicis Touchpoint Solutions, Inc.

1000 Floral Vale Boulevard, Suite 400

Yardley, PA 19067

Phone: 215-525-9800

Fax: 215-525-9800

E-mail: impact@TouchpointSolutions.com

Web: www.TouchpointSolutions.com

Founded: 1987

Parent company: Publicis Healthcare Communications Group, 1675 Broadway, 8th Floor, New York, NY 10019

Officers: Rick Keefer, President; Michelle Keefe, Chief Operating Officer; Betsy Lane, SVP, Marketing & Communications; Steve DeMorro, VP, HR, Recruiting & Health Education; Eileen May, SVP Operations; Al Pavucek, CFO; Susan Johnson, VP Client Services; Maria Woods, Esq., Executive Director, Chief Compliance Officer; Doug Young, PhD, Vice President, Touchpoint Clinical Solutions

2011 Gross Income: More than \$100 million

Full-time Employees: 1682 (2011) 1682 (2010)

Healthcare accounts: Publicis Touchpoint Solutions currently supports approximately 40 clients in the life sciences industry which includes being a preferred partner with 13 of the top 20 global pharmaceutical companies. Within our service portfolio we design custom solutions for both patients and healthcare professionals.

Number of Accounts gained: 11

Accounts gained: Publicis Touchpoint Solutions gained 11 new clients and maintained approximately 20 current clients.

Services: Publicis Touchpoint Solutions provides a comprehensive array of multichannel message delivery solutions and affiliated support services to the life sciences industry. Teams can be in field to inside and from promotional to clinical.

New Hire Detail: Michelle Keefe joined Publicis Touchpoint Solutions as of February 1, 2012. Ms. Keefe manages all aspects of Publicis Touchpoint Solutions' commercial business with responsibility for the company's P&L. She plans and develops strategic business direction, corporate objectives, operating efficiencies and company budgets.

Purohit Navigation

111 S. Wacker Drive, Suite 4700

Chicago, IL 60606

Phone: 312-341-8100

Fax: 312-341-8119

E-mail: purohit@purohitnavigation.com

Web: www.purohitnavigation.com

Officers: Ahnal Purohit, President/CEO; Anshal Purohit, EVP, Strategic Development; Kim Hogen, EVP, Controller; Monica Noce Kanarek, EVP, Creative

Healthcare accounts: American Orthopaedic Association; APP Pharmaceuticals, Inc.; Heparin; Baxter Healthcare Corp.; Baxter International Inc.; Bioniche Pharma USA LLC; Enlon, Isosulfan Blue, RIMSO-50, Sotalol; Centocor, Inc.; Consortium of MS Centers; CSL Behring; DermAvance Pharmaceuticals, Inc.; Dyax Corp; Ferndale Laboratories, Inc; Analpram-HC, Analpram E Pramosone, Analpram Advanced Kit; Monogram Biosciences Inc: eTag, HERmark, Trofile; Novartis Pharmaceuticals; Promius Pharma: EpiCeram, Scytera, Promiseb; sanofi aventis; Sepracor Inc; United BioSource Corporation; US Oncology, Inc.; American College of Rheumatology; Becton, Dickinson and Company; Eisai: AcipHex ER; Eloquest Healthcare, Inc.; Immunetech; PhenoGen Sciences: BREVAGEN; WaferGen Biosystems, Inc.; WJB Capital Group, Inc.

Number of Accounts gained: 12

Number of Accounts lost: 1

Services: Purohit Navigation (purohitnavigation.com) is a full-service, independent unified healthcare brand solutions company committed to applying a unique platform for creatively navigating the full potential of small-to-midsized specialty brands. The comprehensive approach employs the strategic utilization of multi-channel services—strategy, market research, advertising, promotional education, and interactive—to help chart brand success for their clients. For more information about Purohit Navigation and its services, contact Anshal Purohit at purohit@purohitnavigation.com.

Divisions: Fact Flow Research

Razorfish Health

The Wanamaker Building

100 Penn Square East, 4th Floor

Philadelphia, PA 19107

Phone: 267-295-7100

Fax: 267-295-7101

Web: www.razorfishhealth.com

Founded: 2010

Parent company: Publicis Healthcare Communications Group, 1675 Broadway, 8th Floor, New York, NY 10019

Officers: Katy Thorbahn, Managing Director

2011 Gross Income: \$15 million to \$25 million

Full-time Employees: 100 (2011) 90 (2010)

Healthcare accounts: Aetna, Biogen, ExpressScripts, Forest, Genentech, Genomma, Johnson & Johnson, Pfizer, Rite-Aid, Sanofi-Aventis, Takeda, URL Pharma

Number of Accounts gained: 3

Services: Digital experiences, digital media/search, performance management/custom insights

Red House Global Brand Architects

10 Roswell Street, Suite 200

Alpharetta, GA 30009

Phone: 770-475-2103

Fax: 770-475-2104

E-mail: steve@redhouseusa.com

Web: www.redhousehealthcare.com

Founded: 2001

Officers: Dan Hansen, Steve Reeves

Full-time Employees: 22 (2011) 18 (2010)

U.S. billings breakdown by media/source

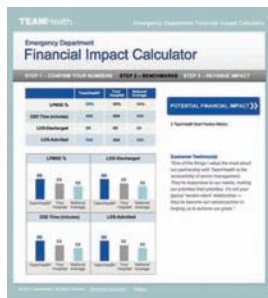
	2011	2010
Professional print ads	7%	
Sales materials	10	
Professional digital/web/mobile	33	
Direct marketing	50	

Healthcare accounts: AT&T ForHealth, DebMed, Liquiband, McKesson Specialty Health, McKesson Technology Solutions, The TriZetto Group

Number of Accounts gained: 3

Accounts gained: DebMed, Liquiband, The TriZetto Group

Services: Strategic business development and nurturing, brand strategy, sales enablement, online and offline marketing services.



FEATURED WORK

Description: TeamHealth Financial Impact Calculator, targeted to hospital C-levels looking to outsource their Emergency Department Services

Creative/account team: Melissa Wendt, Sara Frailey, Jessica Wong

Why this ad is special: This interactive calculator served as a platform to engage prospects at multiple levels and was promoted in both online and print media to drive traffic and generate numerous qualified leads, ultimately capturing specific information that put sales in a better position to engage.

Renavatio Healthcare Communications

27-29 Cambridge Lane
Newton, PA 18940

Phone: 215-968-8890

Fax: 215-968-4081

E-mail: larry.iaquinto@renavatiogroup.com, sheila.gerus@renavatiogroup.com

Web: www.renavatiogroup.com

Founded: 2007

Officers: Larry J. Iaquinto, Principal, Brand Strategist; Sheila Gerus, Principal, Brand Strategist; Celine Darche, Director of Operations; Lee Fraser, Chief Scientific Officer; Ron Lewis, Creative Director, Art; Evan Young, Group Copy Supervisor

2011 Gross Income: \$5 million to \$10 million

Full-time Employees: 20 (2011) 16 (2010)

Healthcare accounts: Abbott Point of Care: i-STAT System, i-STAT Wireless; Bristol-Myers Squibb Co.: Early development oncology compounds, Nulojix; Interpace BioPharma: Hyalgan; Ipsen: Somatuline Depot; Meda Pharmaceuticals Inc: Astepro, Cesamet, Dymista, Muse, Onsolis, Proctofoam, Cortifoam

Services: Renavatio Healthcare Communications supports the early development, prelaunch, launch and lifecycle marketing of specialty pharmaceutical brands. It offers strategic, scientific, and advertising services: brand strategy and positioning, creative concepts, advertising/promotional materials, and more.

RevHealth

10 N. Park Place
Morristown, NJ 07470

Phone: 973-867-6500

Fax: 973-285-7567

E-mail: revoltnow@revhealth.com

Web: www.revhealth.com

Founded: 2006

Officers: Managing Partners: George Courides, Bruce Epstein, Bruce Medd, Brian Wheeler

2011 Gross Income: \$10 million to \$15 million

Full-time Employees: 61 (2011) 55 (2010)

Healthcare accounts: Aptalis: Canasa; Bausch & Lomb Pharmaceuticals Inc.: Alrex, Besivance, Besivance Peds, Lotemax, Loteprednol, Retisert, Zirgan, Zylet; Daiichi Sankyo Inc.: Various. Enzon Pharmaceuticals Inc.: Oncaspar. Essilor of America Inc: Accolade, Crizal, Definity, Essilor PALs, Materials, PALs, Transitions V, Tru-Clear; Kinetic Concepts, Inc. (KCI): Marketing Strategy. Merck & Co.: Avelox, Candidas, Invanz, Primaxin; Novartis Pharmaceuticals Corp.: Coartem, Corporate, Fanapt, Myfortic, Neoral, Simulect, Xolair. Novo Nordisk Inc.: Levemir; Ortho-McNeil/Janssen: Multiple Brands. Somaxon Pharmaceuticals Inc: Silenor; Stryker Corp.: Navigation, Pre-op Navigation System; Watson Pharmaceuticals Inc.: ella, Geness Fe.

Number of Accounts gained: 11

Accounts gained: Aptalis: Corporate, Rectiv; Essilor of America Inc., Digital Mobilization, Optifog; Genentech Pharmaceuticals: Pegasys. Merck & Co.: Bridion, Brinavess, Esmeron, Noxafil; Novartis Pharmaceuticals Corp.: Arcapta, Hecoria

Number of Accounts lost: 1

Accounts lost: Enzon: Oncaspar (company was sold)

Services: Professional promotion, peer-to-peer communications, professional and consumer social media and relationship marketing, managed markets, web development, consumer advertising

Offices: Pennsylvania, California

Divisions: RevHealth Digital, RevHealth Managed Markets, RevHealth Consumer, First Amendment



FEATURED WORK

Product: ARCAPTA™

NEOHALER™ (indacaterol inhalation powder) 75 mcg

Client: Novartis Pharmaceuticals Corporation

Creative/account team: George Courides, Managing Partner; Bruce Epstein, Managing Partner; Steven Goldstein, Associate Creative Director; Denise

O'Brien, Art Group Supervisor; Ted Yang, Account Supervisor; Allison Schwarz, Senior Account Manager; Jennifer Miranda, Project Manager

Why this ad is special: In 2012 with the help of RevHealth, Novartis Pharmaceuticals launched the first 24-hour beta2 agonist for patients with COPD. The combined symbolism of lung architecture with the accompanying night and day imagery highlighted the key product features and benefits. The headline compliments the artwork by showing what 24-hour bronchodilation can provide to patients with COPD. Throughout market research, physicians commented on how clearly and strongly the concept communicated the key strategic benefits of the product.

Rhycom

10975 Grandview Drive, Suite 650
Overland Park, KS 66210

Phone: 913-451-9102

Fax: 913-451-9106

E-mail: info@rhycom.com

Web: www.rhycom.com

Founded: 1999

Officers: Rick Rhyner, President

2011 Gross Income: Under \$5 million

Full-time Employees: 12 (2011) 10 (2010)

Healthcare accounts: Xenotech, ABC Labs, ViraCor/IBT, Tutera, UBC, Global Medical Direct

Number of Accounts gained: 7



Rosetta

100 American Metro Boulevard

Hamilton, NJ 08619

Phone: 609-689-6141

Fax: 609-631-0184

E-mail: shannon.hartley@rosetta.com

Web: www.Rosetta.com

Founded: 1998

Parent company: Publicis Groupe, 133 avenue des Champs Elysees, Paris, 75008 France

Officers: Shannon Hartley, Managing Partner, Healthcare Vertical Lead; Patti Habig, Managing Director Account Management; Brian Lucotch, Chief Technology Officer; Patrick McDaniel, Partner, Rosetta Consulting Practice; Martin O'Brien, Partner, Strategic Planning; Auge Reichenberg, Executive Creative Director; Karl Tiedemann, Partner, Account Management; Kieran Walsh, Partner, Account Management; John Weyrauch, Managing Director Account Management

Full-time Employees: 1100 (2011) 1100 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional digital/web/mobile	60%	50%
Consumer digital/web/mobile	40	50

Healthcare accounts: Allergan EU: Juvederm, Botox, Natrelle, Optive; Amgen: Prolia; Beiersdorf; Bristol-Myers Squibb: Nulojix, Onglyza, Plavix; Merck & Co.: Forest Laboratories, Inc.: Bystolic, Teflaro, Viibryd, Acridinium Bromide; Novartis: Affinitor, Gilenya; Pfizer: Prevnar 13; Purdue Pharma: OxyContin; Butrans, Intermezzo, Purdue Corporate; Sanofi: Genzyme Biosurgery - Synvisc One/Synvisc, Genzyme International - Synvisc One/Synvisc; University Hospitals; Takeda: Uloric

Number of Accounts gained: 9

Accounts gained: Beiersdorf; Forest Laboratories, Inc.: Acridinium Bromide; Novartis: Affinitor, Gilenya; Merck & Co.: Allergan EU: Optive; University Hospitals; and 2 confidential accounts

Services: Rosetta is a consulting-centered interactive agency specialized in creating a powerful level of engagement between brands and their customers through strategic insights, ideas and programs and technology. Rosetta's services include brand marketing strategy, insights and segmentation, mobile and connected devices, customer relationship management, optimization & analytics, Web design and development, search and online media, offline channel integration, technology enablement and social media strategy.

New Hire Detail: Auge Reichenberg, Healthcare Executive Creative Director joins Rosetta from DraftFCB where she was EVP, Group Creative Director for Healthcare. Auge brings with her a litany of healthcare expertise, in both online and offline, for consumer and professional clients. She is a member of our Healthcare Leadership Team and will be working to build current and new client relationships through award-winning creative programs. Kieran Walsh, Partner, Account Management recently joined Rosetta from WCG where he served as a Managing Partner. Kieran will focus on leading number of key client accounts and driving new business opportunities for the agency. Kieran brings a deep knowledge on how to harness professional and consumer insights and apply those to personalized marketing programs for his clients. Kieran is also a member of our Healthcare Leadership Team.

Offices: New York; Cleveland; Toronto; Cleveland; Chicago; San Francisco; San Jose; San Louis Obispo; Los Angeles; Orange County

Divisions: Healthcare; Consumer Technology & Entertainment; Consumer Products & Retail; Financial Services and Business-to-Business (B2B)

Roska Healthcare Advertising

211 B Progress Drive

Montgomeryville, PA 18936

Phone: 215-699-9200

Fax: 215-699-9240

E-mail: jbolling@roskahealthcare.com, dzaritsky@roskahealthcare.com

Web: www.RoskaHealthcare.com

Founded: 1981

Parent company: Elixir Advertising, Inc., 211 B Progress Drive, Montgomeryville, PA 18936

Officers: Jay Bolling, CEO; David Zaritsky, President; Craig Little, EVP General Manager; Kurt Mueller, EVP Chief Digital & Science Officer

2011 Gross Income: \$5 million to \$10 million

Full-time Employees: 49 (2011) 54 (2010)

Healthcare accounts: Actelion Pharmaceuticals: Tracleer, Ventavis; BMS: Yervoy, Baraclude; Cumberland Pharmaceuticals: Acetadote, Caldolor, Kristalose; Merz: Xeomin; Pfizer: Prevnar 13; ViroPharma: Vancocin

Number of Accounts gained: 2

Accounts gained: BMS: Baraclude; Merz: Xeomin

Number of Accounts lost: 2

Accounts lost: Acclarent: Balloon Sinuplasty; Topaz Pharmaceuticals: ivermectin
Services: Business/brand planning; franchise planning; hyper-marketing; marketing optimization; targeted physician, consumer and patient marketing; relationship marketing (CRM, eCRM, social CRM); non-personal promotion; digital marketing strategies from concept to completion.

New Hire Detail: David Zaritsky, President

Rx EDGE Pharmacy Networks

111 Water Street

East Dundee, IL 60118

Phone: 847-879-6036

Fax: 847-437-0680

E-mail: info@rx-edge.com

Web: www.rx-edge.com

Founded: 2000

Officers: Jim O'Dea, President & CEO; Michael Byrnes, Vice President; Kathleen Bonetti, Vice President, Marketing; Rob Blazek, Senior Director, Business Development & Network Strategies

Services: With programs designed to address both patient acquisition and adherence objectives, Rx EDGE Pharmacy Networks gives pharmaceutical companies access to patients through networks encompassing over 30,000 retail pharmacies. Flagship products are Solutions at the Shelf and HealthTrack.

Saatchi & Saatchi Health Communications

375 Hudson Street

New York, NY 10014

Phone: 212-463-3400

Fax: 212-463-4544

E-mail: anders.ekman@saatchihealth.com

Web: www.saatchihealth.com/ny

Founded: 1942

Parent company: Publicis Healthcare Communications Group, 1675 Broadway, 8th Floor, New York, NY 10019

Officers: Anders Ekman, Managing Director; John Kalimtzis, SVP; Jennifer Samuels, SVP; Steven Libenson, SVP; Jayne Fanelli, SVP; Kieran Corrigan, SVP; Gregory Gross, VP; Vincent Italiano, VP; Charles Van Deventer, VP

2011 Gross Income: \$25 million to \$40 million

Full-time Employees: 130 (2011) 170 (2010)

Healthcare accounts: Sanofi: Clolar, Elitek, Jevtana, Leukine, Mozobil, Oncology Franchise, Thymo, Zaltrap, Eligard; Novartis: secukinumab; Eisai: farletuzumab; Salix: Solesta; Pfizer: Arthrotec, Zmax, Levoxyl; Global cardiology brand; AZ: Nexium, Seroquel XR; Abbott Diabetes: Freestyle, Insulinix; Takeda: Amitiza; Merck: Asmonex, Nasonex, Proventil, Clarinex, Maxalt, Avelox

Number of Accounts gained: 5

Accounts gained: Sanofi: Mozobil, Clolar, Thymoglobulin

Number of Accounts lost: 3

Accounts lost: Merck: ridaforolimus (network consolidation); Sanofi: Aubagio (network consolidation); Pfizer: Toricel
Services: Customer and positioning strategy; creative platforms and campaign development; content creation and deployment; cross-channel execution; analytics and optimization
New Hire Detail: Anders Ekman, Managing Director; Steven Libenson, SVP, Strategy

Saatchi & Saatchi Science

1000 Floral Vale Boulevard, 4th Floor
 Yardley, PA 19067

Phone: 215-525-8900

Fax: 215-860-5193

E-mail: annemariearmstrong@saatchiscience.com

Web: www.saatchiscience.com

Founded: 1996

Parent company: Publicis Healthcare Communications Group, 1675 Broadway, 8th Floor, New York, NY 10019

Officers: Annemarie Armstrong, Managing Director; Melanie Jenter, SVP Management Supervisor; Margaret Harris, VP Creative Director; Josh Tumelty, VP Creative Director; Gail Daltry, SVP Creative Services Director; Alan Wilson, Finance Director; Kate Mikhailov, Human Resources Manager

2011 Gross Income: \$15 million to \$25 million

Full-time Employees: 60 (2011) 55 (2010)

U.S. billings breakdown by media/source

	2011
Professional print ads	25%
Sales materials	25
Direct marketing	25
Other	25

Healthcare accounts: AstraZeneca: American Veterinary Medical Foundation; Merck; Pfizer; sanofi pasteur; sanofi-aventis

Number of Accounts gained: 2

Accounts gained: American Veterinary Medical Foundation: Partnership for Preventive Pet Healthcare

Services: Saatchi & Saatchi Science specializes in marketing communications for high-science, highly complex categories. Offerings include brand strategy development, customer insights analysis, segmentation and targeting, channel planning and analytics, and multi-channel creative development and execution.

Saatchi & Saatchi Wellness

375 Hudson Street
 New York, NY 10022

Phone: 212-463-3400

Fax: 212-463-3903

E-mail: firstname.lastname@saatchiwellness.com

Web: www.saatchiwellness.com

Founded: 1942

Parent company: Publicis Healthcare Communications Group, 1675 Broadway, 8th Floor, New York, NY 10036

Officers: Ned Russell, Managing Director; Helayne Spivak, Chief Creative Officer; Daniel Hackett, H.R. Director; Edward Ellis, Finance Director; Jennifer Shirley, Director, Client Service; William Martino, Director, Digital Marketing; Jayne Fanelli, Director, Integrated Services; Erik Johnson, Director, Project Management

2011 Gross Income: \$25 million to \$40 million

Full-time Employees: 140 (2011) 135 (2010)

U.S. billings breakdown by media/source

	2011	2010
Consumer print ads	8%	15%
Consumer broadcast	17	25
Consumer digital/web/mobile	50	38
Direct marketing	25	22

Healthcare accounts: Abbott, Allergan, Amylin, Chatterm, Merial, Nestle, Novartis, Sanofi, Somaxon, Takeda, Two Moms in the Raw

Number of Accounts gained: 1

Accounts gained: Allergan: Botox Cosmetic, Juvederm, Latisse; Merial: Certifact, Heartgard; Somaxon: Silenor; Two Moms in the Raw

Services: Digital marketing, relationship marketing, advertising, strategic services.

Offices: Irvine, CA

Scout Marketing

3391 Peachtree Road NE, Suite 105
 Atlanta, GA 30326

Phone: 404-917-2688

E-mail: astegall@findscout.com

Web: www.findscout.com

Founded: 1999

Officers: Allen Stegall, Executive Director of Strategy/Principal; Raffi Siyahian, Executive VP/Principal; Jennifer Brekke, CEO/Principal; Bob Costanza, Executive Creative Director/Principal

2011 Gross Income: \$5 million to \$10 million

Full-time Employees: 52 (2011) 36 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional print ads	20%	25%
Sales materials	15	30
Professional digital/web/mobile	25	15
Consumer print ads		5
Consumer digital/web/mobile	25	5
Promotional medical education	10	10
Direct marketing	5	10

Healthcare accounts: Amylin Pharmaceuticals: Bydureon professional ed, Byetta professional ed, Symlin AOR; Jazz Pharmaceuticals: Prialt AOR; Lundbeck: Onfi AOR, Corporate; WellSpring Pharmaceuticals: various brands

Number of Accounts gained: 3

Accounts gained: Amylin: Symlin; Lundbeck: Onfi; WellSpring: various

Services: Scout is a full-service communications agency. We offer strategic guidance, brand development, creative solutions and both digital and traditional communications programs

Offices: San Diego, CA; Washington, DC

Divisions: Pharma, Consumer, B2B, Digital

Sentrix Health Communications

230 Park Avenue South
 New York, NY 10003

Phone: 212-771-1300

Fax: 212-771-1313

E-mail: june.carnegie@sentrixhealth.com

Web: www.SentrixHealth.com

Founded: 2000

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

Officers: June Carnegie, EVP, Managing Director; Cheryl Fielding, SVP, Group Account Director; James Frankel, SVP, Creative Director; Eduardo Torres, Associate Creative Director



Full-time Employees: 30 (2011) 30 (2010)

U.S. billings breakdown by media/source

	2011
Professional print ads	30%
Sales materials	40
Professional digital/web/mobile	30

Services: Born from the world's first and largest healthcare communications company, Sudler & Hennessey. A full-service agency that brings a new generation of thinking to healthcare communications with the agility to continuously redefine our approaches to keep up with the dynamics of changing markets, evolving media, and the variability of individual client needs while keeping our focus on doing it effectively and efficiently, with intimate client attention.

Divisions: Sentrix Health Communications - Milan

The Signature Agency

4601 Six Forks Road, Suite 103

Raleigh, NC 27609

Phone: 919-878-8989

Fax: 919-878-3939

E-mail: info@signatureagency.com

Web: www.signatureagency.com

Founded: 1987

Officers: Sid Reynolds, President; Anne Shelton, Vice President

Full-time Employees: 10 (2011) 10 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional print ads	5%	10%
Sales materials	10	5
Professional digital/web/mobile	40	25
Consumer digital/web/mobile	15	10
Promotional medical education	5	5
Direct marketing	5	10
Public relations	20	35

Number of Accounts gained: 4

Services: Public relations, branding, advertising, digital communications

New Hire Detail: Michele Temple, RN, CPHRM, Senior Healthcare Consultant - Healthcare Performance/Safety Training and Communications

Simon Does

350 Bleecker Street, Suite LK

New York, NY 10014

Phone: 212-924-7725

Fax: 212-924-7726

E-mail: info@simondoes.com

Web: www.simondoes.com

Founded: 1996

Siren Interactive

1100 Lake Street, Suite 140

Oak Park, IL 60301

Phone: 708-763-0763

Fax: 708-763-0778

E-mail: contactsiren@sireninteractive.com

Web: www.sireninteractive.com

Founded: 1999

Officers: Wendy White, Founder & President; Frieda Hernandez, Vice

President of Business Development; Katie Mihelich, Vice President of Account Services; Doug Strubel, Vice President of Operations

2011 Gross Income: \$5 million to \$10 million

Full-time Employees: 43 (2011) 33 (2010)

Healthcare accounts: Baxter Healthcare Corp./Baxter Bioscience: Advate, Recombinate, Hemophilia Portfolio Relationship Marketing; Baxter Healthcare Corp./Baxter Biotherapeutics: GammaGard Liquid, Albumin/Flexbumin, Ceprotin, Aralast, Immune Disease, Glassia; Endo Pharmaceuticals Inc.: Pre-launch; Lundbeck Inc.: Panhematin, Corporate: National Organization for Rare Disorders; Rare Disease Day Awareness, Corporate Web Strategy: Genzyme, A Sanofi Company—Genzyme Global Cardiovascular Franchise: Kynamro

Number of Accounts gained: 3

Accounts gained: Baxter Healthcare Corp./Baxter Biotherapeutics: Glassia; Genzyme, A Sanofi Company:—Genzyme Global Cardiovascular Franchise: Kynamro; Lundbeck Inc.: Corporate/Huntington's Disease

Services: Siren Interactive's relationship marketing offering includes launch strategy, brand experience and digital program planning, online/offline marketing integration, patient/caregiver and HCP audience research insights, search engine marketing (SEO & PPC), medical content development, disease education

New Hire Detail: Chuck Strand, Marketing Manager; Megan Gilmore, Account Executive; Heather Briddick, Content Strategist

Offices: Philadelphia, PA



FEATURED WORK

Description: This infographic was created to address some of the many symptoms of acute intermittent porphyria (AIP) that resemble symptoms of other conditions that are more common. AIP patients are often misdiagnosed, which is why this rare disease is sometimes called "the little imitator."

Creative/Account Team: Creative director, Margaret McIntyre; Content strategist, Pam Todd; Art director, Yijing Zhang, Jason Stewart; Project manager, Jason Ross; Account director, Stacy Busking; Account executive, Megan Gilmore; VP of account services, Katie Mihelich

Why this ad is special: The creative theme of this infographic for AIP reinforces the designation of the rare disease as "the little imitator" through various images of masked characters and a graphic style that engages the patient population (primarily women). The infographic has been well received in the online community, with patients even sharing it on Pinterest.

Star Group Communications, Inc.

220 Laurel Road

Voorhees, NJ 08043

Phone: 856-782-7000

Fax: 856-782-5699

E-mail: contact-us@stargroup1.com

Web: www.stargroup1.com

Founded: 2008

Officers: Linda Rosanio, Co-Founder/CEO; Jan Talamo, Co-Founder, Chief Creative Officer; Tim R. Garde, Managing Partner; Altay Akgun, SVP, Creative & UX Director; Phil Marth, VP, Account Director

2011 Gross Income: Under \$5 million

Full-time Employees: 15 (2011) 15 (2010)

U.S. billings breakdown by media/source

	2011
Professional digital/web/mobile	25%
Consumer broadcast	10
Consumer digital/web/mobile	25
Other	30

Healthcare accounts: Acro Pharmaceutical Services; CarePartners Plus; Caron Treatment Centers; GeneWize; Guava Healthcare; IntelliSkin; NB Therapeutics; One

Hundred Years; PolyGel; Prescription Audio; ProCure; Renfrew Center; Saint Clare's Health System; Teva Pharmaceuticals; Teva Respiratory; ProAir HFA, QVAR; Teva Women's Health; UnitedHealth Group; University City Science Center; University of the Sciences; Vir tu Spa; Virtua

Number of Accounts gained: 5

Accounts gained: Acro Pharmaceutical Services; CarePartners Plus; IntelliSkin; One Hundred Years; ProCure

Services: Brand strategy, digital strategy, interactive, user experience design, mobile, print, video, broadcast, direct mail/email

Offices: Philadelphia, PA

StoneArch Creative

710 South 2nd Street, 7th Floor

Minneapolis, MN 55401-2294

Phone: 612-379-4678

Fax: 612-379-7988

E-mail: Nkatopodis@stonearchcreative.com

Web: www.stonearchcreative.com

Founded: 1984

Officers: Jessica Boden, President; Jerrold Gershone, CEO; Judy Kessel, Owner and Chairman of the Board; Nikos Katopodis, Director, Client Services; Ellen Schuller, Director, Strategy; Brian Gezella, Director, Finance & Operations; Phil Hoch, Creative Director

2010 Gross Income: \$5 million to \$10 million

Full-time Employees: 40 (2011) 38 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional print ads	15%	20%
Sales materials	10	20
Professional digital/web/mobile	15	10
Consumer print ads	15	15
Consumer broadcast ads	5	15
Consumer digital/web/mobile	5	5
Promotional medical education	20	15
StoneArch meetings	15	10

Number of Accounts gained: 6

Accounts gained: Baxter Healthcare Corporation, North Memorial Hospital, Gambro, Bioventus

Services: StoneArch works with industry-leading medical device and healthcare companies from around the world, driving brand strategy, creative and measurement across media platforms. We speak our clients' language, make sense of complex clinical claims and navigate comfortably through legal and regulatory. We find the humanity in the most advanced technologies and relentlessly communicate their value to those whose lives or livelihoods depend on them. By helping our clients realize their vision, we have a front row seat to the amazing advancements in healthcare and quality of life across the globe.

New Hire Detail: Phil Hoch, Creative Director; Mara Staiger, Learning Director

Divisions: Marketing Communications & Advertising, StoneArch Learning, StoneArch Meetings

STRIKEFORCE Communications

366 W. 11th Street, Suite 4F, New York, NY 10014

1 Little West 12th Street, New York, NY 10014

Phone: 917-475-1876

Fax: 917-475-1876

E-mail: mrutstein@strikeforcenyc.com

Web: www.strikeforcenyc.com

Founded: 2009

Officers: Mike Rutstein, Founder and CEO; Patricia Prugno, Partner, Managing Director; Amanda VanDoorene, Partner, Executive Creative Officer

2011 Gross Income: \$5 million to \$10 million

Full time employees 20 (2011) 5 (2010)

U.S. billings breakdown by media/source

	2011	2010
Professional print ads	20%	20%
Sales materials	30	30
Consumer print ads	20	20
Consumer broadcast	20	20
Consumer digital/web/mobile	10	10

Healthcare accounts: Teva Women's Health; ParaGard DTC, ParaGard HCP; Teva Biologics; Tev-Tropin; Alcon Laboratories; SYSTANE Franchise, SYSTANE Balance, I-Caps, Tobradex, Toric IQ Patient Education, KCI; VAC Therapy, Silver, Zeimer

Number of Accounts gained: 3

Accounts gained: Teva Women's Health; ParaGard DTC, ParaGard HCP; Teva Biologics; Tev-Tropin

Services: STRIKEFORCE offers a full suite of services across the consumer, and professional markets including: Marketplace and Brand Assessment, Insight Mining, Positioning, Strategy & Message Development, Go to market Strategy & Planning, Campaign Development & Execution, CRM, Interactive, Data & Analytics

Sudler & Hennessey

230 Park Avenue South

New York, NY 10003

Phone: 212-614-4100

Fax: 212-598-6907

Web: www.sudler.com

Founded: 1941

Parent company: WPP, 100 Park Avenue South, New York, NY 10003

Officers: Jed Beitler, Chairman & CEO Worldwide; Ellen Goldman, Chief Financial Officer; Max Jackson, CEO EMEA & APAC; Louisa Holland, Co-CEO the Americas; Rob Rogers, Co-CEO the Americas

Full-time Employees: 800 (2011) (2010)

Services: The Sudler network is a global healthcare marketing and communications organization, that provides the following: account services, creative services (creative direction, art, copy, graphic design and studio services, editorial, Web design and optimization, interactive media, retouching), strategic planning and market analytics (strategic planners, medical directors, digital strategists, relationship marketing, patient marketing, online community development, data analytics, research, information services), support services (production planning, information architects, user experience and developers, art buying, project management, administrative, finance and accounting, medical library), managed markets, training and education, regulatory and compliance guidance, e-health strategies, scientific writing, speaker bureau management, and medical education.

Offices: Warren, NJ; North Wales, PA; San Francisco, CA

Divisions: Sudler Digital, Precept Medical Communications, IntraMed Medical Group, Current Medical Directions, HealthAnswers, Imprint Science, e-Health Group

Targetbase

7850 North Belt Line Road

Irving, TX 75063

Phone: 336-665-3800

Fax: 336-665-3855

Web: www.targetbase.com

Founded: 1979

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

Officers: Mark Wright, President/CEO; Kimberley Walsh, EVP/Creative; Beth Kuykendall, EVP/Strategy & Analytics; Robin Rettew, EVP/Managing Director; Ed Forman, EVP/CTO

2011 Gross Income: \$10 million to \$15 million

Agency A-to-Z

U.S. billings breakdown by media/source

	2011	2010
Consumer digital/web/mobile	60%	60%
Direct marketing	20	25
Other	20	15

Healthcare accounts: GlaxoSmithKline: Lovaza; UCB: Cimzia; Astellas: VESicare; Bristol Myers Squibb

Number of Accounts gained: 4

Number of Accounts lost: 1

Services: All-channel relationship marketing and direct-to-patient agency services (across digital, direct, point-of-care/in-office, mobile, and social), plus strategy, analytics and technology enablement (e.g., campaign management and database marketing).

Offices: Greensboro, NC; San Francisco, CA

Topin & Associates, Inc.

205 North Michigan Avenue, Suite 2315

Chicago, IL 60601-5923

Phone: 312-645-0100

Fax: 312-645-0120

E-mail: atopin@topin.com

Web: www.topin.com

Founded: 1982

Officers: Alan Topin, President; Abby Mansfield, SVP/Creative Director; John Diaz, VP/Creative Director; Tanja Noren, VP/Account Director; Betsy Kramer, VP/Account Director

2011 Gross Income: \$5 million to \$10 million

Full-time Employees: 31 (2011) 31 (2010)

Healthcare accounts: Lundbeck: Sabril; Teva Neuroscience: Azilect; Mission Pharmacal: Ferralet 90, Citranatal Prenatal Vitamins, Lycelle, Tindamax, Uroci-K 15 mEq, Uribel; Vetter Pharma International: contract manufacturer; Beltone A/S: hearing aids; Terumo Cardiovascular: corporate assignment; Myriad Genetics: Bracanalysis, Colaris, OnDose

Number of Accounts gained: 5

Accounts gained: Mission Pharmacal: Lycelle; Myriad Genetics: Bracanalysis, OnDose

Services: Topin & Associates is a full-service marketing communications agency offering strategic planning, creative, and production services for print, video and digital media. Our experience includes pharma, device, diagnostics, and more, including brands in both launch and late life cycle stages.

New Hire Detail: Tommy Schenck, Account Supervisor



FEATURED WORK

Description: Product: OnDose Client: Myriad Genetics

Creative/account team: Prill Nugent, Creative Director; Krista Wagner, Creative Supervisor; Erin Schwarz, Copywriter; Betsy Kramer, Account Director

Why this ad is special: It gave a dry diagnostic product an emotional appeal—the idea that a physician can do more for a patient facing colon cancer.

Vogel Farina

350 Springfield Avenue, Suite 201

Summit, NJ 07901

Phone: 908-598-1188

Fax: 908-598-1190

E-mail: bvogel@vogelfarina.com

Web: www.vogelfarina.com

Founded: 2002

Parent company: ghg, 114 Fifth Avenue, New York, NY 10011

Officers: Bob Vogel, Co-President; Jeff Farina, Co-President; Kristin Patton, SVP, Director of Client Services; Lisa DeSordi, SVP, Executive Creative Director; Kruti Parikh, Finance Manager; Gene Fitzpatrick, VP, Director of Digital Services

2011 Gross Income: \$5 million to \$10 million

Full-time Employees: 35 (2011) 21 (2010)

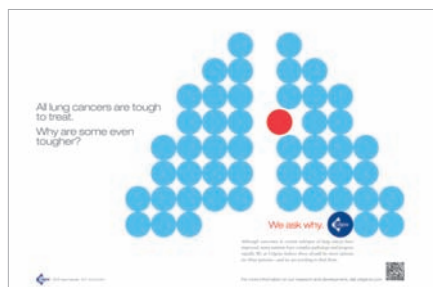
Healthcare accounts: Zogenix: ZOHYDRO; Novartis Pharmaceuticals: Oncology/Hematology Pipeline (US/Global), The NET Alliance (US/Global), TSC Alliance (US/Global), Path in CML, Customer Marketing; Celgene Corporation: Abraxane (Global), Pomalidomide (Global); Infinity Pharmaceuticals: Oncology Pipeline; Bavarian Nordic: Prostavac

Number of Accounts gained: 7

Accounts gained: Zogenix: Zohydro; Novartis Pharmaceuticals: Customer Marketing; Celgene Corporation: Abraxane (Global), Pomalidomide (Global); Infinity Pharmaceuticals: Oncology Pipeline; Bavarian Nordic: Prostavac

Services: The standard line from clients about medical advertising agencies is that they are certainly creative and tactical, but not always strategic. At Vogel Farina, we have been delivering strategically driven creative solutions to our clients for the past 10 years. Since 2002, we have provided services supporting pipeline products as well as mature brands.

New Hire Detail: Gene Fitzpatrick, VP, Director of Digital Services; Tom Browne, Creative Director, Art; Charles DeMarco, Creative Director, Copy; Maha Elashri, SVP, Management Supervisor



FEATURED WORK

Description: Product: Celgene Disease Awareness; Client: Celgene

Creative/account team: Art: Tom Browne; Copy: Chuck DeMarco; Account: Beverly Fuchek

Why this ad is special: Celgene is establishing a presence in solid tumor research and treatment, beginning with lung tumors. The visual distinctly

and cleanly conveys the indication and the copy articulates Celgene's mission of "asking the right questions" to find solutions in challenging cancers.

Vox Medica Health Care Communications, Inc.

601 Walnut Street, Suite 250-S

Philadelphia, PA 19106

Phone: 215-238-8500

Fax: 215-238-0881

E-mail: lornaweir@voxmedica.com

Web: www.voxmedica.com

Founded: 1953

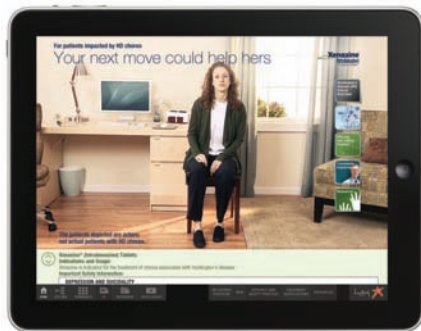
Officers: Donald JM Phillips, BSc, PharmD, CEO; Lorna Weir, President, Chief Marketing Strategist; Michael Barnett, MD, DPhil, Executive Vice President, Medical Affairs; Jim Moran, Executive Vice President

Full-time Employees: 100 (2011) 100 (2010)

Healthcare accounts: Sampling of clients include: Ansell; Becton Dickinson; BTG; Dendreon; Genentech; Horizon; Lundbeck; Novartis Vaccines; Pfizer; Prometheus Labs

Services: Vox Medica Health Care Communications, Inc. (Vox) is an independent communications company focused exclusively on health care. We're a mid-sized company, representing clients from big pharma to small biologics to managed care groups. We brand and promote products and services, and provide innovative solutions.

New Hire Detail: Michael Barnett, MD, DPhil, Executive Vice President, Medical Affairs; Jim Moran, Executive Vice President



FEATURED WORK

Description: In April 2011, the Xenazine (tetra-benzazine) marketing team made the decision to migrate the Xenazine core sales aid from print to iPad.

Creative/account team: Jeff Scott, VPCD; Tina Bashline, ACD Copy; Matt Paul, Senior Art Director; Jessica McDevitt, Account Group Supervisor

Why this ad is special: To address a condition so grounded in motion, it was

a natural fit to utilize technology that allowed for an interactive presentation of information. It also provided the opportunity to present before and after videos, which resonated with neurologists by clearly showing the benefits of Xenazine for patients with Huntington's disease chorea.

WCG

60 Francisco Street
San Francisco, CA 94133

Phone: 415-362-5018

Fax: 415-362-5019

E-mail: info@wcgworld.com

Web: www.wcgworld.com

Founded: 2011

Parent company: W2O Group, 60 Francisco Street, San Francisco, CA 94133

Officers: Jim Weiss, Chairman/CEO; Bob Pearson, President; Tony Esposito, CFO; Tom Pierce, COO

2011 Gross Income: \$40 million to \$65 million

Full-time Employees: 240 (2011) 179 (2010)

Healthcare accounts: Qualcomm Life; Medtronic: Rolute, Join the Pacemakers; Spiracur: SNaP Wound Care System; Acclarent: Cyclops; El Camino Hospital

Number of Accounts gained: 19

Number of Accounts lost: 3

Services: We created the ACES services model, which incorporates analytics, content, engagement and strategy, to meet the needs of clients across all industries. We continue to strategically expand our creative, social media and interactive offerings.

New Hire Detail: Tom Pierce, COO; Gary Grates, Leader Corporate & Strategy Group; Tim Marklein, Leader of Analytics & Technology Practice; Laura Fusco, Leader, Creative Practice; Craig Alperowitz, Group Director, Consumer; Leslie Wheeler, Practice Leader, Healthcare; Nancy Fitzsimmons, Managing Director, Healthcare; Joyce Griggs, Managing Director, Content Strategy; Dave Mihalovic, Managing Director, Digital Strategy; Greg Reilly, Group Director, Digital Healthcare; Denise Powell, Group Director, Healthcare; Courtney Walker, Group Director, Healthcare; Cira Montreys, PhD, Group Medical Director; Snev Donsonne, Group Director, Systems & Workflow; Holly Tuccio, Group Director; Brad Mays, Group Director; Aaron Strout, Group Director; Rodrigo Cid, Group Director, Creative; Shelly Parsons, Group Director, Creative; Rob Cronin

Offices: 2101 Rosecrans Avenue, Suite 3250, El Segundo, CA 90245; 101 W. 6th Street, Suite 330, Austin, TX 78701; 114 5th Avenue, 10th Floor, New York, NY 10011; 16 High Holborn, London, UK, WC1V 6BX

Williams Labadie

222 Merchandise Mart Plaza, Suite 1260

Chicago, IL 60654

Phone: 312-222-5800

Fax: 312-222-2530

E-mail: information@willab.com

Web: www.willab.com

Founded: 1990

Parent company: Publicis Healthcare Communications Group, 1675 Broadway, 8th Floor, New York, NY 10019

Officers: Peter Labadie, Managing Director; Randy Isaacson, Executive VP; Jim Grossmann, Senior VP; Julie Drinane, Senior VP, Finance/HR; Donna Deverick, VP, Speaker Management; James McGuire, VP, Chief Creative Director; Jeff Pazen, VP, Digital Strategy; Suzanne Richards, VP, Creative Director; T.J. Cimfel, VP, Creative Director

Full-time Employees: 55 (2011) 50 (2010)

Healthcare accounts: Abbott Medical Optics: Blink Tears, Revitalens; American Medical Association; APP Pharma: Naropin, Corporate; Astellas Pharma US: Adenoscan, Lexiscan, Vaprisol, Astellas Reimbursement Services, Vesicare (Speakers), Sumavel DosePro (Speakers); AstraZeneca: Speaker Contracting; Dentsply Tulsa Dental Specialties: Vortex Blue, Guttacore, Ankylos, Corporate; Genentech: Corporate projects; JCL Bioassay: Corporate; Press Ganey: Corporate; Nordion: Therasphere; Smith & Nephew Wound Care: Allewyn, Versajet, Renasys, Corporate; Sunesis Pharmaceuticals: Vosaroxin; 1-800-Doctors: Corporate

Number of Accounts gained: 3

Accounts gained: Dentsply Tulsa Dental Specialties: Ankylos, Vortex Blue, Guttacore, Corporate; Astellas Pharma US: Vaprisol; 1-800-Doctors: Corporate

Number of Accounts lost: 4

Accounts lost: Ganeden Biotech: Sustenex, Digestive Advantage; Medicis Aesthetics, Corporate projects; Cylex: ImmuKnow; Botanical Laboratories: Wellesse

Services: Advertising/promotion, brand strategy/positioning, market research, digital/interactive selling tools (including iPads), Websites, speaker bureau management/contracting, advisory boards, sales training, KOL recruitment/management, analytics, mobile/tablet apps



FEATURED WORK

Description: The TheraSphere Resource Center App for tablet and smartphone

Creative/account team: Randy Isaacson, Account Supervisor; Jesse Jodrey, Account Executive; Megan Engel, Account Service Manager; James McGuire, Creative Director; Ralph De Stefano, Interactive Director; Lesa Holmes, Copywriter; Julie Justison, Art Director; Rob Hammel, Developer;

Derrick DeMaio, Developer; Jose Fonseca, Developer

Why this ad is special: The TheraSphere Resource Center App, a category first, provides comprehensive product information, media and tools for both clinicians and field sales representatives.

Wilson West Livesay Advertising

1320 West Cary Street

Richmond, VA 23220

Phone: 804-355-6506

Fax: 804-355-5274

E-mail: david.livesay@wilsonwestlivesay.com

Web: www.wilsonwestlivesay.com

Founded: 1989

Officers: David Livesay, President/Partner; Michael Wilson, Senior Art Director/Partner

Healthcare accounts: UCB Pharma, Eastbound Synopharma

Services: Advertising, sales collateral, identity programs, direct mail, convention displays and graphics, videos, newsletters, packaging, POP, logos