



AT THE HELM

Scott Goudy, co-founder and president

PERFORMANCE

After reporting \$16.25 million in revenue in 2010, a flat 2011

HIGHLIGHTS

Agency took on four new accounts

Colonoscopy for Dummies campaign was a finalist for an MM&M Award

Co-founder Walt Clarke stepped back from his duties at the company

CHALLENGES

Delays at client companies slowed growth at MedThink

For contact details, service offerings and client roster, see Agency A-to-Z, beginning on page 181

“We don’t have to think of digital as separate from promotion. It’s all part of the whole”

—Scott Goudy

MedThink Communications

Management and tech changes set up Raleigh, NC, shop for growth

MedThink Communications had a banner 2010, reporting over 20% growth and launching a standalone unit for client publications. But 2011 was a bit quieter for the Raleigh, NC-based full-service agency.

“It was fairly stable year,” said Scott Goudy, MedThink’s co-founder and president. “Certain clients have had things delayed a bit that we thought would help us grow but that didn’t come through. But we see that trend changing this year. In 2011 we were fairly flat to 2010, but I see 2012 being a growth year for us.”

Last year, MedThink reported \$16.25 million in revenue for 2010. Goudy declined to disclose financials this year.

One big change is co-founder Walt Clarke’s stepping back from his duties role at the company. “He’s focused on an investment role,” Goudy said, adding that, “Walt will maintain his interest in MedThink; he is just not involved in the day-to-day operations of the agency. This move was made so we could focus the agency under a singular vision.”

Goudy said his agency won four new accounts in 2011, but, he added, non-disclosure agreement clauses in the contracts prevent him from identifying the clients. No accounts were lost last year, he added. MedThink clients include Glenveigh Medical, Rho, United Therapeutics, Teva Neuroscience and Wilmington Pharmaceuticals.

Salix, for whom MedThink is digital, media, and social media agency of record, is a crucial account. Programs included the mobile version of Salix’s GI Digest, a free newsletter for professionals in the gastroenterology community, and the Colonoscopy for Dummies campaign promoting a free brochure designed to demystify the procedure for patients and help get better results for physicians. It covers

topics from how long it will last to whether a patient can wear makeup to the procedure. In promoting the brochure, MedThink reached multiple channels through sales representatives, journal advertisements, banner advertising, search engine marketing, and social and digital media. In the first 11 months after release, the book had been downloaded over 32,000 times, and there have been more than 100,000 requests for the hard copy. The campaign was a finalist for an MM&M Award, Best Total Integration Campaign for a Small Company.

In 2010, MedThink SciCom was founded as a standalone agency dedicated to client publications, separating scientific communications from promotion. But much of 2011 was spent, according to Goudy, “expanding digital capabilities.” The agency employs about 60 people, but Goudy added, “Our headcount is going to evolve—but there have been no significant changes. We want to make sure we have the proper staff in place as more work goes digital.” Those capabilities range from analytics to user experience to in-house web

For the treatment of mild to moderate heart failure and for control of ventricular response rate in patients with chronic atrial fibrillation

Again and again and again

Rely on the consistency and formulation accuracy of LANOXIN

Due to the narrow therapeutic index of digoxin therapy, consistency and formulation accuracy are critical.

- Cardiologists have relied on the consistency and formulation accuracy of LANOXIN for nearly 80 years
- LANOXIN is manufactured under strict standards to provide clinical benefits within a narrow therapeutic index^{1,2}
- LANOXIN has been manufactured at the same location for more than 30 years³

Help your patients see instantly on LANOXIN

LANOXIN
digoxin

Important Safety Information
Digoxin glycosides are contraindicated in patients with ventricular fibrillation and in patients with a known hypersensitivity to digoxin. A hypersensitivity reaction to other digoxin preparations usually constitutes a contraindication to digoxin. Because digoxin slows sinus and atrioventricular (AV) conduction, the drug commonly prolongs the PR interval. Digoxin may cause severe sinus bradycardia or sinusoidal block in patients with preexisting sinus node disease and may cause advanced or complete heart block in patients with preexisting incomplete AV block; in such patients consideration should be given to the insertion of a pacemaker before treatment with digoxin. Please see pocket for full prescribing information.

A singular vision: MedThink’s 2011 work included this print piece in support of Lanoxin

development. “We’re really developing an in-house agency, a full-service digital offering.”

At the same time, MedThink is taking steps to make sure that the digital offering isn’t a bolt-on, distinct from the agency’s offering. Goudy estimated that 50% to 60% of promotional revenue is digital.

“It’s becoming intermingled with the rest of the agency. We’re finding that a lot of clients are focusing much more of their dollars on digital delivery, and we’ve integrated it so we don’t have to think of digital as separate from promotion. It’s all part of the whole at this point.” —Matthew Creamer