

## Agency Marketer of the Year

### The Finalists

- Wendy Blackburn, EVP,  
Intouch Solutions
- Didi Discar, Principal, Carling  
Communications, Inc.
- Matt McNally, President,  
Publicis Health Media
- Leerom Segal, CEO, Klick Health
- Susan Stein, MPH, President & CEO,  
Connexion Healthcare

### The Award

*Recognizes marketing executives who have excelled in their roles for any healthcare marketing agency.*

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### Gold Award

**Leerom Segal**  
CEO, Klick Health

Leerom Segal launched his first company at 12. At 16, he was CTO of Motion Works Group.

In 1997 he cofounded Klick in Toronto, intending to provide a center of gravity for brilliant minds and build a world-class digital healthcare agency. The agency has grown 30% to 50% every year since.

“Leerom has demonstrated innovative thinking, leadership and vision through his accomplishments,” one judge said.

“He’s a dynamic business leader and maverick who has driven innovation throughout Klick,” a second judge noted.

Colleagues and employees described Segal as a true innovator and a supportive leader.

“Leerom Segal’s official title, Chief Exception Officer, says it



all,” an agency representative commented. “He doesn’t follow the rules. He consistently rejects the status quo, applying human intelligence, empathy and technology to invent smarter ways to work and make advancements.”

Klick’s innovations include a Dynamic ISI technology that

digitally updates required regulatory information.

In addition to his work at Klick, Segal co-authored *The Decoded Company: Know Your Talent Better Than You Know Your Customer* and serves on several boards, including the Digital Health Coalition’s advisory board.

### Silver Award

**Matt McNally**  
President,  
Publicis Health Media



As president of Publicis Health Media (PHM) Matt McNally leads media strategy, planning, buying, content distribution, and search across all PHCG agency brands worldwide. In its first year, the agency surpassed \$30 million in revenue.

Colleagues, clients and judges lauded McNally as a visionary and an innovative and collaborative partner.



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short vids for doctors

www.TheDoctorsChannel.com is the world’s largest video site for doctors, delivering 1-2 minute magnificent medical and lifestyle videos that are timely, practical and get right to the point.

Recently The Doctor’s Channel launched, to much acclaim, www.TheAlmostDoctorsChannel.com, which contains the “Web’s best stuff for med students, pre-meds, interns and residents.”