



AGENCY

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**A COMPREHENSIVE GUIDE TO HEALTHCARE MARKETING AND
ADVERTISING FIRMS, INCLUDING CONTACT DETAILS, ROSTERS, WINS,
LOSSES AND EXAMPLES OF CREATIVE WORK. COMPANIES SUBMITTED
THEIR DATA AS PART OF MM&M'S ANNUAL AGENCY REVIEW**



2e Creative

411 N. 10th Street, Suite 600, Saint Louis, MO 63101

URL: www.2ecreative.com

Founded: 1999

Full-time employees: 124 (2018); 85 (2017)

Office Locations: Saint Louis, MO San Diego, CA Evansville, IN



DESCRIPTION: The Novartis AAOPh Digital Booth Experience provided ECPs with engaging ways to interact with pharmaceutical brands. Touchscreen monitors, virtual reality stations, and a talking robot named Ophthal Molly made product information interactive and entertaining. Attendees could also personalize their experience through a customized eye portal and an ever-changing infographic.

WHY IS YOUR CREATIVE SPECIAL? Unexpected digital executions engaged and educated attendees. A larger-than-life projection of a human eye with a glowing walkway beckoned ECPs to enter their name, choose an iris color, then pose for a photo. An interactive robot greeter named Ophthal Molly invited attendees to navigate the booth and pose for selfies.

Senior Management: Ross Toohey, CEO; Steve Roseman, President; Jessica Boden, COO; Lynda McClure, VP, Creative; Maggie Piasecki, VP, Strategy; Mary Habermass, VP, Digital, Media, Tech; Matt Turner, Medical and Regulatory Director; David Molho, Group Creative Director; Michael Piasecki, Group Creative Director; Michael Ferrell, Director of Finance; David Stuteville, CMO (Evansville office); Amanda Heldt, COO (Evansville office)

Recent Executive Hires: Steve Roseman was promoted to President in 2018 (formerly 2e CFO).

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

2018 North American Revenue: \$15,196,404

2018 U.S. billings breakdown (%)

2018 sales materials:	30
2018 professional digital/web/mobile:	20
2018 professional print ads:	15
2018 consumer digital/web/mobile:	20
2018 consumer print ads:	5
2018 consumer broadcast:	4
2018 promotional medical education:	2

2018 direct marketing:	2
2018 market research/data/analytics:	2

AOR Clients: 14 (2018); 11 (2017)

Project-based clients: 27 (2018); 25 (2017)

Current healthcare/pharma accounts: AbbVie; Acelyt; Alcon; Amgen; Arbor Pharmaceuticals; Arjo; Avanir Pharmaceuticals; Avion Pharmaceuticals; BMS; Balcoltra; Curium Pharma, Octreoscan; Editas Medicine; Ekso Bionics; Everidis; Evolve BioSystems; Fujifilm; Genentech; Heron Therapeutics; Intalare; Intercept Pharmaceuticals; Intersect ENT; Ocaliva; Kate Farms; KCI/Acelity; Mead Johnson Nutrition; Medline; Novartis, Illevro, Durezol; Otsuka Pharmaceutical; Sanofi; Vision Group Holdings

Number of accounts gained in 2018: 10

Details of Accounts Gained: Amgen; Arbor Pharmaceuticals; BMS; Everidis; Fujifilm; Heron Therapeutics; Intalare; Intersect ENT; Kate Farms; KCI/Acelity

Details of accounts resigned in 2018: J&J Vision



81qd

750 Third Avenue, Suite 1003, New York, NY 10017

URL: http://www.81qd.com/

Founded: 2007

Full-time employees: 24 (2018); 16 (2017)

Office Locations: New York City

Senior Management: Robert Gabruk, Managing Director; Susan Abedi, EVP, Commercial Solutions; Tim Hare, VP, Head of Data Science; Daniel Leszkiewicz, Ph.D. EVP, Health Care Analytics; Andrea Schatz-Anderer, EVP, Account Services

Recent Executive Hires: Susan Abedi, EVP, Commercial Solutions; Tim Hare, VP, Head of Data Science

Capabilities/Services Offered: Market research/data/analytics

2018 North American Revenue: \$8,000,000

2018 U.S. billings breakdown (%)

2018 market research/data/analytics:	100
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Project-based clients: 50 (2018); 45 (2017)

Number of accounts gained in 2018: 5

83bar

11211 Taylor Draper, Suite 115, Austin, TX 78759

URL: www.go83bar.com

Founded: 2015

Full-time employees: 30 (2018); 17 (2017)

Office Locations: 11211 Taylor Draper, Suite 115, Austin, TX 78759

Senior Management: Robert Baurys, CEO; Susan Hrim, RN Chief Clinical Officer; Dan Maynard, Operations/Finance

Recent Executive Hires: Mark Stinson (BioScience Bridge, GSW Worldwide); Kate Hermans (Radius, Bristol Myers, Pfizer)

Capabilities/Services Offered: Consumer (Rx); Relationship



marketing/direct; Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Market research/data/analytics

2018 North American Revenue: \$5,800,000

2018 U.S. billings breakdown (%)

2018 consumer digital/web/mobile:	90
2018 direct marketing:	5
2018 market research/data/analytics:	5

Project-based clients: 28 (2018); 16 (2017)

Number of accounts gained in 2018: 12

AbelsonTaylor

33 W Monroe St, Chicago, IL 60603

URL: www.abelsontaylor.com

Founded: 1981

Full-time employees: 287 (2018); 366 (2017)

Office Locations: Chicago, IL



DESCRIPTION: To accurately portray osteoarthritis, the "Visibly Painful" campaign shows an arrow in the knee, highlighting that patients should do something about their pain, and not try to just get by. Demonstrating empathy while at the same time urging patients to find a better solution.

WHY IS THIS AD SPECIAL? Both AT and Avanos combined their experience, knowledge and insights to create multiple concepts that simply and quickly relayed the COOLIEF promise of providing a non-opioid, long term pain relief option for these patients, compelling them to TAKE NOTICE and TAKE ACTION.

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

Recent Executive Hires: Christopher Dimmock, SVP, Director of Engagement and Account Planning, Chief Strategy Officer at Creatia Beth Carik, VP, Dir of Human Resources VP, Human Resources, Critical Mass

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

2018 North American Revenue: \$54,931,000

2018 U.S. billings breakdown (%)

2018 sales materials:	45
2018 professional digital/web/mobile:	15
2018 professional print ads:	8
2018 consumer digital/web/mobile:	15
2018 consumer print ads:	6
2018 consumer broadcast:	8
2018 direct marketing:	3

AOR Clients: 24 (2018); 24 (2017)

Current healthcare/pharma accounts: Abacus Health, Alexion: Strensiq, Kanuma, Amgen: Enbrel, Astellas Pharma: Mycamine, AmBisome, AstraZeneca: Imfinzi, Tremelimumab, Avanos Medical: Coolief, Chiesi: Bethkis, Cardene IV, Curosurf, Pertzye, Zylflo CR, Cleviprex, Kengreal, Retavase, City of Hope: Cancer Center CooperSurgical: EndoSee, CSL Behring: AFSTYLA, Haegarda, Hizentra, Humate-P, Idelvion, Kcentra, Privigen, Berinert, Fresenius Kabi: Kabiven, Diprivan, Naropin, Simplist, Gilead: Letairis, Grifols: Apulmiq (formerly Linhaliq), G1 Therapeutics: Trilaciclib, Ironshore: Jomay PM, Iterum Therapeutics: Sulopenem, Mayne Pharma: Doryx, Fabior, Solilux, Zubilta, Mead Johnson: Allerni, Nalpropion: Contrave, Sunovion Pharmaceuticals: Latuda, Takeda Pharma North America.: Dexilant, Amitiza Vericel: Maci

Number of accounts gained in 2018: 5

Details of Accounts Gained: Abacus Health, G1 Therapeutics: Trilaciclib, Ironshore: Jomay PM, Iterum Therapeutics: Sulopenem, Mead Johnson: Allerni

Details of accounts lost in 2018: Abbott

Diabetes: FreeStyle Libre, AMAG: Makena, AstraZeneca: Tagrisso, Iressa, bluebird bio: Lenti-D, Lenti-G, Greenwich Biosciences: Epidiolex, Mallinckrodt: H.P., Acthar Gel, Sunovion Pharmaceuticals: Aptiom



ApotheCom

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

URL: www.apothe.com

Founded: 1999

Parent Company Name: Huntsworth PLC

Full-time employees: 225 (2018); 210 (2017)

Office Locations: Yardley, PA NYC, NY San Francisco, CA Chicago, IL Cambridge Boston, MA

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

Recent Executive Hires: Sam Falsetti - EVP, Global Practice Lead - Innovative Biotech. Sam Falsetti joined ApotheCom in September 2018 to lead the new Cambridge Boston office and lead our global innovative biotech division. Sam joined from Cambridge BioMarketing where he was Head of Medical Strategy and Product Innovation

Capabilities/Services Offered: Professional (marketplace/sales); OTC/wellness; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

2018 North American Revenue: \$46,170,000

2018 U.S. billings breakdown (%)

2018 sales materials:	5
2018 professional digital/web/mobile:	15
2018 promotional medical education:	30
2018 market research/data/analytics:	10

AOR Clients: 13 (2018); 11 (2017)

Project-based clients: 42 (2018); 33 (2017)

Number of accounts gained in 2018: 50

Details of Accounts Gained: As part of our 50 new business wins in 2018, this included 13 new client organizations

Details of accounts lost in 2018: We lost 4 accounts in 2018 - one due to drug trial failure and 3 decisions by the client organization

Details of accounts resigned in 2018: We resigned 3 accounts in 2018

Area 23

622 Third Avenue, New York, NY 10017

URL: www.area23hc.com

Founded: 2007

Parent Company Name: FCB Health Network

Full-time employees: 440 (2018); 375 (2017)

Office Locations: New York, NY

Senior Management: Renee Mellas, President; Tim Hawkey, Chief Creative Officer; Elliot Langerman, EVP, Executive Creative Director; Michael Kizilbash, EVP, Group Creative Director; Latifa Alladina, EVP, Group Management Director; Brad Peebles, EVP, Group Management Director; Claudine Wolf, EVP, Group Management Director; Jeremy Vallimont, EVP, Group Strategic Planning Director; Wolf Gallwitz, PhD, EVP, Director, Medical/Scientific Affairs

Recent Executive Hires: Wolf Gallwitz, PhD, Current title: EVP, Director, Medical/Scientific Affairs; Previous title/employer: SVP Medical Strategy, Juice Pharma. Elliot Langerman, Current title: EVP, Executive Creative Director; Previous title/employer: Chief Creative Officer, Klick. Tim Jones, Current title: SVP, Group Creative Director; Previous title/employer: Creative Director Havas Lynx Manchester. Patrick Moos, Current title: SVP, Creative Director; Previous title/employer: SVP, Creative Director, GSW. Jessica Riebe, Current title: SVP, Management Director; Previous title/employer: SVP, Management Supervisor, Sudler & Hennessey. Megan McCann, Current title: SVP, Management Director; Previous title/employer: SVP, Account Director, Grey Group. Matt Mandia, Current title: SVP, Management Director; Previous title/employer: SVP Group Client Services Director, Juice Pharma. Alec Pollak, Current title: SVP, Group Engagement Director; Previous title/employer: SVP Customer Experience, Juice Pharma. Jennifer Ma, Current title: SVP, Director of Integrated Production; Previous title/employer: SVP, Head of Project Management & Digital Delivery, Sudler & Hennessey.

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

AOR Clients: 41 (2018); 24 (2017)

Current healthcare/pharma accounts: Acasti Pharma, 1 AOR assignment; Aclaris, 2 AOR assignments; Allergan, 1 AOR assignment; Astellas, 1 AOR assignment; AstraZeneca, 1 AOR assignment; Bayer, 3 AOR assignments; Beiersdorf, 2 AOR assignments; Boehringer Ingelheim/Lilly Diabetes Alliance, 4 AOR assignments; Daiichi-Sankyo, 2 AOR assignments; GSK, 2 AOR assignments; Genentech/Roche, 1 AOR assignment; Gilead, 2 AOR assignments; Horizon, 2 AOR assignments; Indivior, 3 AOR assignments; Inmed, 1 AOR assignment; The Learning Corp., 1 AOR assignment; Leo Pharma, 2 AOR assignments; Lilly, 4 AOR assignments; Neurocrine Biosciences, 1 AOR assignment; Novartis, 1 AOR assignment; Nutent, 1 AOR assignment; Optinose, 1 AOR assignment; PatientsLikeMe, 1 AOR assignment; Viiv, 2 AOR assignments.

Number of accounts gained in 2018: 17

Details of Accounts Gained: Acasti Pharma, 1 new product AOR assignment; Aclaris, 2 new product AOR assignments; Boehringer Ingelheim/Lilly Diabetes Alliance, 1 new product AOR assignment; AstraZeneca, 1 new product AOR assignment; Daiichi-Sankyo, 1 new product AOR assignment; Horizon Pharma, 1 new product AOR assignment; GSK, 1 new product AOR assignment; Gilead, 1 new product AOR assignment; The Learning Corp, 1 new product AOR assignment; Leo Pharma, 2 new product AOR assignments; Lilly, 2 new product AOR assignments; Neurocrine Biosciences, 1 new product AOR assignment; Novartis, 1 new product AOR assignment; Viiv, 1 new product AOR assignment.

Details of accounts lost in 2018: Lilly, loss of one AOR assignment due to product not approved.

Arnold Worldwide

200 Hudson Street, New York, NY 10018

Founded: 1946

Parent Company Name: Havas Health & You

Office Locations: New York, Boston

Senior Management: Richard Russo, CCO, Managing Director; Claire Capeci, Managing Director

Capabilities/Services Offered: Consumer (Rx); OTC/wellness; Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

AOR Clients: 5 (2018); 4 (2017)

Arteric

475 Springfield Avenue, Summit, NJ 7901

URL: https://arteric.com

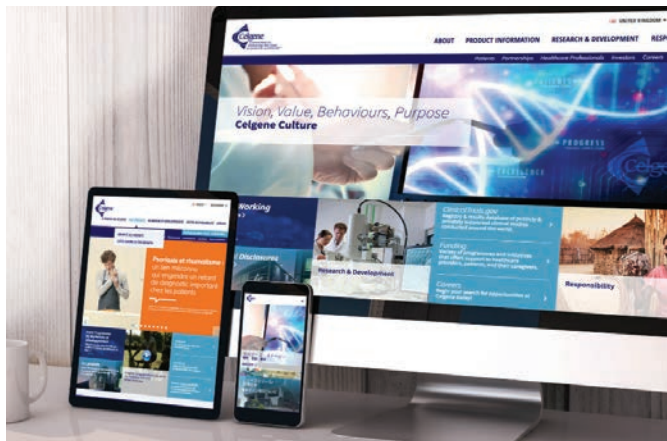
Founded: 1999

Full-time employees: 24 (2018); 23 (2017)

Office Locations: Summit, NJ

Senior Management: Hans Kaspersetz, President and Chief Strategist; Kevin Doherty, Head of Finance; Lloyd McGarrigal, Head of Technology; Daryn Henry, Head of Creative

Recent Executive Hires: Daryn Henry, Head of Creative, Associate Creative Director, BGB Group; Don Rodriguez, Head of Strategy, Media



DESCRIPTION: Arteric has been responsible for the development of Celgene's Global Framework content management platform and corporate sites. The framework's technologies and standardized processes, including translation services, ensure rapid deployment of globally created, locally approved Web assets in 28 languages and 35 markets, regardless of local affiliates' technical capabilities.

WHY IT'S SPECIAL: As Celgene's Corporate digital AOR since 2013, Arteric's analytics team has transformed data and insights into optimized page designs/UX, content strategy, and paid and organic search strategies. The results have been remarkable: website traffic has consistently grown, engagement remained steady, reach nearly doubled, and costs decreased by millions of dollars.

and Analytics, NetElixir

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Public health/non-profit/NGO; Market research/data/analytics

2018 North American Revenue: \$5,150,000

2018 U.S. billings breakdown (%)

2018 professional digital/web/mobile:	47
2018 consumer digital/web/mobile:	8
2018 direct marketing:	5
2018 market research/data/analytics:	40

Project-based clients: 30 (2018); 18 (2017)

Current healthcare/pharma accounts: Celgene, Corporate Communications US & Global, Medical Information US & Global, IT, Patient Advocacy, Patient Support, Otezla HCP (US & Global), Ozanimod US HCP & Global, REMS, Austria Rise, PSAundO, Celgene Incubator; Matrixx Initiatives, Corporate, Zicam; Daiichi Sankyo, Global Medical Information; Apellis Pharmaceuticals, Clinical Development, Corporate Communications; Aquestive Therapeutics, Corporate Communications, Sympazam; Sanofi-Genzyme, Lumizyme; AstraZeneca, Oncology US HCP; Myeloma Crowd Research Initiative, MyelomaCrowd.org; Sunstar, Gum Brands, Guidor, Butler; Arbor Pharmaceuticals, Edarbi, Edarbyclor;

Number of accounts gained in 2018: 14

Details of Accounts Gained: Aquestive, Sympazan; Sanofi-Genzyme, Lumizyme; AstraZeneca, Oncology US HCP; Celgene, MyelomaCrowd.org; Sunstar, Gum Brands, Guidor, Butler; Arbor Pharmaceuticals, Edarbi, Edarbyclor;

Details of accounts lost in 2018: Celgene, IDHIFA HCP & Patient; Moberg Pharma, DermoPlast, Balmex;



Ashfield Healthcare Communications

125 Chubb Ave, Lyndhurst, NJ 7071

URL: www.ashfieldhealthcare.com

Founded: 2014

Parent Company Name: UDG Healthcare plc

Full-time employees: 545 (2018); 411 (2017)

Office Locations: Lyndhurst, New Jersey; Cary, North Carolina; Boston, Massachusetts; Middletown, Connecticut; Chicago, Illinois; New York, New York x2; Burlingame, California; Oakland, California.

Senior Management: Doug Burcin, President Matt Jacobson, Executive Director, US, Richard Lawrence, Executive Director, International, Ben Beckley, Global Commercial Director Cliff McConkey, Divisional Finance Director Andrew Davidson, Divisional HR Director

Recent Executive Hires: Ben Beckley, Global Commercial Director hired in October 2018. Came from Havas as Managing Director Rare Disease Village

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

2018 North American Revenue: \$115,000,000

2018 U.S. billings breakdown (%)

2018 sales materials:	7
2018 professional digital/web/mobile:	20
2018 professional print ads:	8
2018 consumer digital/web/mobile:	20
2018 consumer print ads:	5
2018 promotional medical education:	25
2018 direct marketing:	10
2018 market research/data/analytics:	5

AOR Clients: 57 (2018); 48 (2017)

Project-based clients: 114 (2018); 81 (2017)

Current healthcare/pharma accounts: Ablynx; Acadia Pharmaceuticals; AcelRx Pharmaceuticals; Acorda Therapeutics; Actelion Pharma; Aerie; Aimmune Therapeutics; Akcea Therapeutics; Alexion LAL-D; Alexion-HPP; Alexion-Neuro; Alkermes; Alnylam Pharmaceuticals; Amgen; Amgen/Onyx; Ascencia; AstraZeneca; Audentes Therapeutics; Aveo Pharmaceuticals; AveXis; Avrobio; Ayala Pharmaceuticals; B&L; Baxter; Beigene; Biogen Idec; Biohaven Pharmaceuticals; Biomarin; Biomarin KPU; BioTime; BMS; Boston Biomedical; BPL; Cambridge BMG; Case Western; Celgene; Celtaxsys; Circassia; Clovis; CSL Behring; Cutanea Life Sciences; Daiichi Sankyo; DaVita; EMD Serono; Epizyme; Ferring Pharmaceuticals; Forest; Galera Therapeutics; Genentech; Genomic Health; Gilead Sciences; GSK; GW Pharmaceuticals; Harmony; Helius; Hologic; Horizon; Il-Yang Pharmaceutical; Incyte; Innocoll; Intercept; Ironwood Pharmaceuticals; Insmad; International Guidelines Center; Ipsen; J&J; Janssen; Janssen Pharmaceuticals; Keryx; Karyopharm Therapeutics; Kyowa Hakkō Kirin; La Jolla Pharmaceutical; La Jolla; Lexicon; Lundbeck; Mallinckrodt Pharmaceuticals; MAPS; Meda; MedImmune; Merck; Minerva Neurosciences; Mylan; Nestle; Nestle Nutrition US; Novartis; NovoNordisk; Pacira Biosciences; Pfizer; Pharmacyclics; Pharming; Prometic; Questcor Pharmaceuticals; Regeneron Pharmaceuticals; Retrophin PKAN; Retrophin Thiola; Roche; Sage

Therapeutics; Sagent Pharmaceuticals; Sanofi Aventis US; Shire; Shire US; Stemline Therapeutics; Sun Pharmaceutical Industries; Sunovion Pharmaceuticals; Taiho Oncology; Takeda; Tesaro; Teva; Trialcard/Janssen; UCB; United Therapeutics; Vertex Pharmaceuticals; Voyager Therapeutics; XenoPort.

Number of accounts gained in 2018: 67

Details of Accounts Gained: Ablynx; Acorda Therapeutics; Aimmune Therapeutics; Alnylam Pharmaceuticals; Amgen; Ascencia; AstraZeneca; AveXis; AvroBio; Ayala Pharmaceuticals; Baxter; Beigene; Biohaven Pharmaceuticals; Biomarin; BMS; Boston Biomedical; Case Western; Celtaxsys; CSL Behring; Cutanea Life Sciences; Daiichi Sankyo; DaVita; EMD Serono; Ferring Pharmaceuticals; Helius; Hologic; Incyte; Innocoll; J&J; Janssen; Keryx; La Jolla Pharma; Lundbeck; Mallinckrodt Pharmaceuticals; Minerva Neurosciences; NovoNordisk; Pfizer; Pharmacocyclics; Pharming; Regeneron; Retrophin PKAN; Sagent Pharmaceuticals; Sanofi Aventis US; Shire; Stemline Therapeutics; Taiho Oncology; Takeda; Teva; UCB; United Therapeutics; Voyager Therapeutics.

Details of accounts lost in 2018: Array BioPharma; AstraZeneca; Beijing Biostar; Biogen; Biomarin MPS; BMS x5; Cytokinetics; Daiichi Sankyo; Immunomedics; Intuitive Surgical; Medivation x2; Novartis; Pacira; Radius; Roche/Genentech; Sanofi/Regeneron; Swiftpath; Teva/Cephalon; Versartis

Avant Healthcare

630 West Carmel Drive, suite 200, Carmel, IN 46032

URL: avanthc.com

Founded: 1995

Full-time employees: 195 (2018); 190 (2017)

Office Locations: Carmel, IN

Senior Management: Deborah Wood, Chief Executive Officer & Owner; Rob Spalding, Chief Strategy & Marketing Officer; Trina Stonner, President; Kat Barrett, Chief Operations Officer; Steven Hagnell, Chief Financial Officer; Leslie Doane, Senior Vice President, Human Resources; Patrick Kelley, Executive Vice President, Creative; Todd Wright, Senior Vice President, Client Services

Recent Executive Hires: Lenny Bishop, Vice President, Engagement Strategy. Formerly SVP Innovation and User Experience at Harrison & Star Dionne Maffett-Corbin, Executive Director, Analytics. Formerly Commercialization Market Research Director at Juno Therapeutics

Capabilities/Services Offered: Professional (marketplace/sales); Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Market research/data/analytics

2018 North American Revenue: 30,000,000

2018 U.S. billings breakdown (%)

2018 professional digital/web/mobile:	10
2018 promotional medical education:	80
2018 market research/data/analytics:	10

AOR Clients: 18 (2018); 16 (2017)

Project-based clients: 21 (2018); 22 (2017)

Number of accounts gained in 2018: 8

Beacon Healthcare Communications

135 Route 202/206 South, Bedminster, NJ 7921

URL: https://beaconhc.com/

Founded: 2001

Full-time employees: 75 (2018); 75 (2017)

Office Locations: Bedminster, NJ Palo Alto, CA

Senior Management: John Puglisi, President; Tim Millas, Managing Partner, Chief Creative Officer; Larry Lannino, General Manager; Adrienne Lee, Chief Strategic Officer; Bill Werbaneth, Creative Director

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

2018 U.S. billings breakdown (%)

2018 sales materials:	25
2018 professional digital/web/mobile:	25
2018 professional print ads:	8
2018 consumer digital/web/mobile:	25
2018 consumer print ads:	8
2018 market research/data/analytics:	9

AOR Clients: 6 (2018); 6 (2017)

Project-based clients: 6 (2018); 7 (2017)

Current healthcare/pharma accounts: Allergan, Restasis; Celgene, Multiple Myeloma Franchises; Ferring Pharmaceuticals, Zomacton; HEMA Biologics, Corporate, two brands in development; Gilead Sciences, Hep-C franchise; PAi, Lactulose, Loratadine ; US WorldMeds, Apokyn, Lucemyra, Xadago

Number of accounts gained in 2018: 1

Details of Accounts Gained: PAI

Details of accounts lost in 2018: Tesaro, Varubi IV

Benchworks

954 High Street, Chestertown, MD 21620

URL: www.benchworks.com

Founded: 1991

Full-time employees: 49 (2018); 46 (2017)

Office Locations: Chestertown, MD; Philadelphia, PA

Senior Management: Thad Bench, CEO and Founder, BW Health Group; Melissa Johnston, President; Brenda Vujanic, COO Lee Scott, Group Creative Director; Emil Andrusko, Sr. VP and Managing Director; Thad Bench II, Corporate Affairs Manager; Angelina Sciolla, Executive Creative Director; Lisa Wolfington, Director, Health System Marketing; Karima Sharif, SVP, Media Director

Recent Executive Hires: Lee Scott, Group Creative Director Previous employer: Angelina Sciolla, Executive Creative Director Previous employer: Ogilvy Health, Vice President, Associate Creative Director Lisa Wolfington, Director, Health System Marketing Previous employer: Director of Marketing, Compass Rose Benefits Group, Reston, VA Karima Sharif, SVP, Media Director Previous employer: CMI/Compass,



VP, Media

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

2018 North American Revenue: \$10,000,000

2018 U.S. billings breakdown (%)

2018 sales materials:	29.55
2018 professional digital/web/mobile:	11.82
2018 professional print ads:	17.73
2018 consumer digital/web/mobile:	15.76
2018 consumer print ads:	23.64
2018 direct marketing:	1
2018 market research/data/analytics:	0.5

AOR Clients: 8 (2018); 7 (2017)

Project-based clients: 33 (2018); 38 (2017)

Current healthcare/pharma accounts: AstraZeneca; EMD/EMD Serono; Endo Pharmaceuticals; Mallinckrodt Pharmaceuticals, Therakos; Neos Therapeutics Adzenys XR-ODT, Adzenys ER, Cotempla XR-ODT; Noven Minivelle, Daytrana, Combipatch; Otsuka Abilify, Abilify Maintena, Samsca, Jynarque; Pfizer Trumenba, Prevnar, Pfizer Consumer Health, US Vaccines; Radius health, Tymlos; Rockwell Medical, Triferic; Shire, OBU; Sun Kapsargo, Exallor, Drizalma, Yonsa, Infugem; Supernus Oxtellar XR, Trokendi XR, SPN812 (Name pending); Vanda Fanapt; Vertical, Meth 72, Virginia Hospital Center

Number of accounts gained in 2018: 12

Details of Accounts Gained: Akili Interactive Labs; AstraZeneca; Endo Pharma; Highmark; Lupin; Rockwell medical; Sun, Kapsargo

Details of accounts lost in 2018: Noramco; Pfizer, Somavert, Genotropin, Hemophilia, Eleyso, Xeljanz, Eliquis; Quest; Teva, Synribo, CNS/Pain; Vernalis, Moxatag, Tuzistra

Biolumina

75 Varick Street, New York, NY 10013

URL: www.biolumina.com

Founded: 2008

Parent Company Name: Omnicom Group Inc.

Office Locations: New York, NY

Senior Management: Kirsten A. Kantak, President and Chief Executive Officer; kkantak@biolumina.com; Diane Iler-Smith, SVP, Executive Creative Director; dismith@biolumina.com; Laura MacSwan, SVP, Managing Director; lmacswan@biolumina.com; Brenda Aske, RPh, SVP, Managing Director, Strategy; baske@biolumina.com; Jad Daccurso, SVP, Director of Client Services; jdaccurso@biolumina.com; Chris Watson, SVP, Group Creative Director, Art; cwatson@biolumina.com

Recent Executive Hires: Chris Watson, Chief Creative Excellence Partner at Sudler New York & Sentrix Health. Prior to that, Executive Creative Director at Sentrix

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech;

2018 U.S. billings breakdown (%)

2018 sales materials:	55
2018 professional digital/web/mobile:	35
2018 professional print ads:	5
2018 consumer digital/web/mobile:	5

AOR Clients: 8 (2018); 7 (2017)

Current healthcare/pharma accounts: Novartis, Afinitor, Kisqali, Breast Cancer Franchise Exelixis, Cabometyx, Cometriq Agios, Tibsovo Halozyme, Pegvorhialuronidase alfa AstraZeneca, Tagrisso, Iressa Array, Braftovi Pierre Fabre, Mektovi, Braftovi Janssen and Legend, JNJ4528 (LCAR-B38M)

Number of accounts gained in 2018: 1

Details of Accounts Gained: Janssen and Legend, JNJ4528 (LCAR-B38M)

The Bloc

32 Old Slip, New York, NY 10006

URL: https://www.thebloc.com/

Founded: 2000

Full-time employees: 160 (2018); 156 (2017)

Office Locations: New York, New York

Senior Management: Susan Miller Viray, Chairman, The Bloc; Rico Viray, Chairman, The BlocPartners; Jennifer Matthews, President, CEO; Brit Till, Executive Creative Director; Katya Petrova, Managing Director, Associate Partner; Dan Sontupe, Managing Director, Associate Partner Value Builders; Barbara LePetri, Associate Partner, Chief Scientific Officer; Ane Jones, Managing Director, Oncology and Rare Disease

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

2018 North American Revenue: \$32,000,000

2018 U.S. billings breakdown (%)

2018 sales materials:	15
2018 professional digital/web/mobile:	23
2018 professional print ads:	10
2018 consumer digital/web/mobile:	35
2018 consumer print ads:	15
2018 consumer broadcast:	0.333
2018 promotional medical education:	0.333
2018 direct marketing:	0.333
2018 public relations:	0.333
2018 market research/data/analytics:	0.333
2018 mar-tech/ad-tech:	0.333

AOR Clients: 10 (2018); 13 (2017)

Project-based clients: 16 (2018); 18 (2017)

Current healthcare/pharma accounts: Acorda Therapeutics, Inbrija; Alkermes, Vivitrol; Allergan, Corporate Market Access; Amarin, Vascepa; Astellas Pharma, Center of Excellence, zolbetuximab; AstraZeneca Pharmaceuticals LP, Farxiga, Onglyza, Kombiglyze XR, Xigduo XR, Bydureon, Market Access & Patient Strategy Team, AZ360, Otemmet XR, Otem, LCM; Basilea Pharmaceutica, Zevtera; Bayer, Eylea; Becton Dickinson, SWATCH; Bristol-Myers Squibb, Empliciti, Pre-Launch and

Launch Agency Roster; Greenwich Biosciences, Epidiolex; Illumina, Clinical Genomics; Kuros Biosciences, MagnetOs; Merck, Belsomra, Customer Marketing & Distribution, Emend, Follistim AQ Cartridge, Ganirelix, Invanz, MMR, PedvaxHIB, ProQuad, Recombivax HB, RotaTeq, Sylatron/Intron A, Vagta, Varivax, Victrelis, VIPs, MerckEngage, 1st Rx Direct, Unbranded vaccines initiatives, MerckVaccines.com, Zostavax; Mission Pharmacal, CitraNatal, Binosto, Ferralet 90, Avar, Ovace, Eleton, Plexion, Keralac, Hycofenix, Flowtuss, GlyDerm; Northwell Health, Regional; Novo Nordisk, Production; Pfizer Essential Health, Lipitor, Inspira; Pfizer Animal Health/Zoetis, Veterinarian Portal (Vetvance); Regeneron Pharmaceuticals/Sanofi, Praluent; Sanofi/Genzyme, isatuximab; Selecta Biosciences, Corporate; United States Pharmacopeia, Corporate

Number of accounts gained in 2018: 19

Details of Accounts Gained: Alkermes, Vivitrol; Allergan, Corporate Market Access; Astellas, Center of Excellence; Bayer, Eylea; Greenwich Biosciences, Epidiolex; Illumina, Clinical Genomics; Kuros Biosciences, MagnetOs; Merck, Follistim AQ Cartridge, Ganirelix, Vaccines, Unbranded Vaccines, Belsomra; Northwell Health, Regional; Novo Nordisk, Production; Sanofi/Genzyme, isatuximab; Selecta Biosciences, Corporate; United States Pharmacopeia, Corporate

Details of accounts lost in 2018: AstraZeneca Pharmaceuticals LP, Brinta; Novartis, Promacta

Blue Latitude Health

140 Aldersgate St, Barbican, London, LDN SW6 6LA

URL: <https://www.bluelatitude.com/>

Founded: 2003

Parent Company Name: Fishawack

Full-time employees: 80 (2018); 58 (2017)

Office Locations: Manhattan, New York

Senior Management: Fred Bassett, Co-founder & Head of Strategy; Martin Brass, Co-founder & Managing Director; James Atherton, VP of USA; Elisa del Galdo, Director & Head of CX; Daphne Chung, Head of Organisational Transformation; Chris Field, Head of Creative Services; Jenna Earl, Head of Brand Strategy; Simon Young, Director & Head of Commercial; Damien Parsonage, Creative Director; Stephen Galt, Head of Client Services

Recent Executive Hires: Stephen Galt - Current title: Head of Client Services. Previous: Client Services Director at Entwine, Healthcare Consultancy Group London, UK Managing Director: Atlantis Healthcare Sydney, Australia

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

2018 North American Revenue: \$5,774,528.48

2018 U.S. billings breakdown (%)

2018 professional digital/web/mobile:	50
2018 market research/data/analytics:	50

AOR Clients: 4 (2018); 4 (2017)

Project-based clients: 21 (2018); 16 (2017)

Current healthcare/pharma accounts: Sanofi Pasteur: Flu Vaccine Janssen: Zytiga, Erleada, Darzalex, Stelara Shionogi: Cefiderocol, Biogen: Aducanumab, PSP, BioNtech: IVAC, Novo Nordisk: Multichannel (above brand), Vertex: Cystic fibrosis portfolio, Eli Lilly: Oncology, Global Medical (above brand), Novartis: Global Medical (Immunology hepatology) division, Roche: Global medical (above brand), Boehringer Ingelheim: Digital ecosystem (above brand), Pfizer: Multichannel (above brand) and Oncology AstraZeneca: platform and service design

Number of accounts gained in 2018: 4

Details of Accounts Gained: AstraZeneca, BioNtech, Novo Nordisk, Shionogi

Brandsymbol

2925 Senna Drive, Suite 207, Matthews, NC 28105

URL: www.brandsymbol.com

Founded: 2010

Full-time employees: 45 (2018); 40 (2017)

Office Locations: Charlotte, NC Pittsburgh, PA

Senior Management: Clayton Tolley, President and CEO; Dyan Rowe Davis, President, SafeMark; Doug Rand, Senior Vice President; Mike Williams, Vice President

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Med ed (on-label, non-CME type); Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

AOR Clients: 2 (2018); 2 (2017)

Project-based clients: 68 (2018); 55 (2017)

Current healthcare/pharma accounts: AbbVie, Roche, Sanofi, J&J, Eli Lilly, Mylan, Allergan, Novo Nordisk, Alexion Pharmaceuticals, Daiichi Sankyo, Sun Pharma.

Number of accounts gained in 2018: 3

Details of Accounts Gained: See above.

Brick City Greenhouse

One Gateway Center, Suite 2600, Newark, NJ 7102

URL: www.brickcitygreenhouse.com

Founded: 2015

Full-time employees: 18 (2018); 6 (2017)

Office Locations: Newark, NJ (we have a physical location in Newark, but we are predominantly a remote-working agency)

Senior Management: Renee Wills, Co-founder, Client Lead; Ashley Schofield, Co-founder, Creative Lead; Fred Kinch, Founder, Content Lead

Recent Executive Hires: David Cherry, Digital Lead, (Formerly EVP, Chief Experience Officer and Chief Digital Officer at S&H)

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Digital (it's a separate practice within your agency or expertise is diffused throughout); Public health/non-profit/NGO

2018 North American Revenue: \$6,000,000

2018 U.S. billings breakdown (%)

2018 sales materials:	30
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2018 professional digital/web/mobile:	50
2018 professional print ads:	5
2018 consumer digital/web/mobile:	5
2018 direct marketing:	10

AOR Clients: 15 (2018); 6 (2017)

Current healthcare/pharma accounts: Horizon Therapeutics, Unbranded/Horizon Cares, Pennsaid 2%, Vimovo, Duexis; Notal Vision, ForeseeHome; Immunomedics, Corporate, Trodelvy; Medicines Development for Global Health, Corporate; EyePoint Pharmaceuticals Yutiq (3 year), Prelaunch brand; Avrio Health, SlowMag Mg, Betadine, Colace; Guardant Health, G360; Roche, RBSS - Corporate

Number of accounts gained in 2018: 9

Details of Accounts Gained: Immunomedics, Corporate, Trodelvy; Medicines Development for Global Health, Corporate; EyePoint Pharmaceuticals, Yutiq (3 year), Prelaunch brand; Avrio Health, SlowMag Mg, Betadine, Colace; Guardant Health, G360

Butler/Till Health Group

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

URL: butlertill.com/health-group

Founded: 1998

Full-time employees: 146 (2018); 119 (2017)

Office Locations: Rochester, NY - Headquarters San Francisco, CA New York, NY

Senior Management: Kimberly Jones - President; Melissa Palmer - COO/CFO; Peter Infante - Chief Strategy Officer; Keith Betz - VP, Client Services; Gabrielle Bedewi, PhD - Chief Analytics Officer; Lori Burghardt - VP, Talent Management; Mike Della Porta - VP, Business Optimization & Technology; Scott Ensign - VP, Digital Media

Recent Executive Hires: Scott Ensign - VP, Digital Media - Hired in Q4 2018 - Past 15-year experience includes: - VP, Digital Media, Dixon Schwabl - VP, Digital Media, DAC Group

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

2018 North American Revenue: \$21,000,000

AOR Clients: 72 (2018); 68 (2017)

Current healthcare/pharma accounts: Aclaris therapeutics, Eskata; Arteric, Dermoplast; Bausch + Lomb, Stellaris Elite Anterior, Stellaris Elite Posterior, enVista, Victus, iSert, Clarisert, Storz, ULTRA, Soothe XP, PreserVision, Lumify, Specialty Vision Products, Biotrue ONEday, Peroxiclear; Celgene, Otezla, Ozanimod; Ferring Pharmaceuticals, Cervidil, Euflexxa, Zomacton, Clenpiq, Bloombox, My Fertility Navigator; Hologic, MyoSure, NovaSure, Affirm Prone, Brevera, Yes Means Test, Diagnostics, Genius, 3Dimensions, Aptima, SculpSure; Ironwood Pharmaceuticals, Zurampic, Duzallo; Pharming, Ruconest; Rigel, Tavalisse; Recro Pharma, Intravenous (IV) Meloxicam; Salix Pharmaceuticals, Cycloset, Xifaxan, Relistor; L'Oreal, CeraVe; Platinum Health Care, TMSCOA; Welch/Allyn; RetinaVue Network; Wright Medical Group; HydraFacial

Number of accounts gained in 2018: 5

Details of Accounts Gained: Wright Medical; HydraFacial; L'Oréal;

Rigel; Welch/Allyn Also significant organic growth with existing clients such as Celgene, Ferring Pharmaceuticals, Bausch Health Companies, and Hologic

Details of accounts lost in 2018: CynoSure; Recro Pharmaceuticals

Cadent Medical Communications

200 Vesey Street, New York, NY 10281

URL: https://www.cadentmedcomms.com

Founded: 2000

Parent Company Name: Syneos Health

Full-time employees: 142 (2018); 99 (2017)

Office Locations: New York, Dallas and Newtown, PA

Senior Management: Wendy Balter, MBA, President; Ellen McCarthy, PhD, Managing Director; Joshua Ziel, PhD, SVP Director, Scientific Services; Michelle Smith, VP, Director Medical Meetings; Meredith Meilinger, VP, Director Operations; Tipp Nelson, SVP, Business Development

Recent Executive Hires: Wendy Balter was hired in late 2017.

Previous employer: Phase Five/WPP, Josh Ziel was hired in late 2017.

Previous employer: Phase Five/WPP.

Capabilities/Services Offered: Professional (marketplace/sales); OTC/wellness; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Market research/data/analytics

2018 U.S. billings breakdown (%)

2018 professional digital/web/mobile:	20
2018 promotional medical education:	80

AOR Clients: 5 (2018); 3 (2017)

Project-based clients: 25 (2018); 25 (2017)

Number of accounts gained in 2018: 8

Calcium

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

URL: https://www.calciumusa.com/

Founded: 2012

Full-time employees: 90 (2018); 90 (2017)

Office Locations: New York 1412 Broadway 21st Floor, 2132 New York, NY 10018 Philadelphia The Curtis, Suite 250-S Independence Square West Philadelphia, PA 19106 San Francisco 315 Montgomery Street Ninth Floor San Francisco, CA 94104

Senior Management: Steven Michaelson- Founder, Chief Executive Officer; Judy Capano- Managing Partner, Chief Operating Officer; Garth McCallum- Managing Partner, Chief Strategic Officer; Steve Hamburg- Managing Partner, Chief Creative Officer; Lou Iovino- President; Melissa Morrow- Partner, Chief People Officer; Don Feiler- Partner, Chief Digital Officer; James Hunter- Partner, Chief Financial Officer

Recent Executive Hires: Lou Iovino- President, Previously: SVP, Group Account Director and Oncology Practice Lead, Digitas Health and Life Brands

Capabilities/Services Offered: Professional (marketplace/sales);

Consumer (Rx); OTC/wellness; Relationship marketing/direct; Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

2018 North American Revenue: \$22,500,000

2018 U.S. billings breakdown (%)

2018 sales materials:	40
2018 professional digital/web/mobile:	20
2018 professional print ads:	5
2018 consumer digital/web/mobile:	20
2018 consumer broadcast:	5
2018 direct marketing:	5
2018 market research/data/analytics:	5

AOR Clients: 9 (2018); 6 (2017)

Project-based clients: 7 (2018); 7 (2017)

Current healthcare/pharma accounts: Strongbridge Biopharma, Kevevis; Genentech, Love Your Colon; Boston Biomedical, Pipeline products; Bristol Myers Squibb, ORENCIA, Pipeline products; ITF Pharma, Tiglutik; Nabriva Therapeutics, Lefamulin, Contepo; NMS Labs, Corporate; Y-mAbs Therapeutics, Pipeline products; OSSIO, OSSIO fiber; Allscripts, Veradigm; Nektar, Pipeline product

Number of accounts gained in 2018: 5

Details of Accounts Gained: Bristol Myers Squibb, Pipeline products; OSSIO, OSSIO fiber; NMS Labs, Corporate; Y-mAbs Therapeutics, Pipeline products; Nabriva Therapeutics, Lefamulin, Contepo

Details of accounts lost in 2018: United Therapeutics; PAH products

Cambridge BioMarketing

53 State Street, Boston, MA 2109

URL: <https://cambridgebmg.com/>

Founded: 2001

Parent Company Name: Ashfield Healthcare Communications LLC

Full-time employees: 108 (2018); 113 (2017)

Office Locations: Boston MA Oakland CA

Senior Management: Annemarie Crivilli - Head of Experience and Innovation; Alisa Shakrian - Head of Experience and Artistry; Carina Whitridge- Director Of Client Services; Prescott Taylor- Head of Finance Alyse Suklaski - Managing Director, CB west

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

2018 U.S. billings breakdown (%)

2018 sales materials:	20
2018 professional digital/web/mobile:	25
2018 professional print ads:	5
2018 consumer digital/web/mobile:	25
2018 promotional medical education:	5
2018 market research/data/analytics:	10
2018 mar-tech/ad-tech:	10

AOR Clients: 16 (2018); 13 (2017)

Project-based clients: 6 (2018); 7 (2017)

Current healthcare/pharma accounts: Client Brand / Drug Name Disease State. Akcea Therapeutics, Waylivra, Familial chylomicronemia syndrome (FCS). Akcea Therapeutics, Tegsedi, Hereditary ATTR (hATTR) amyloidosis. Akcea Corporate, does not apply. Alexion Pharmaceuticals, HPP, Strensiq Hypophosphatasia (HPP). Alexion Pharmaceuticals, Neuro Soliris, Generalized Myasthenia Gravis. Audentes Therapeutics, AT132, X-linked myotubular myopathy (XLMTM). Audentes Therapeutics, AT845, Pompe. Audentes Therapeutics, AT342, Crigler-Najjar Syndrome. Audentes, AT307, CASQ2-CPVT. BioCryst Pharmaceuticals, BCX7353, Hereditary angioedema. BioMarin, Pegvaliase, Phenylketonuria (PKU). Biomarin, Kuvan, Phenylketonuria (PKU). Horizon Therapeutics, Ravicti, Urea Cycle Disorder (UCD). Keryx Biopharmaceuticals, Auryxia, Iron deficiency anemia in chronic kidney disease. Kyowa Hakko Kirin, Poteligeo, Cutaneous T-cell lymphoma (CTCL). Kyowa Hakko Kirin, Istradefylline, Parkinson's Disease. Mallinckrodt Pharmaceuticals, VTS-270, Niemann-Pick disease. Orchard Therapeutics, OTL 101, Adenosine deaminase severe combined immunodeficiency (ADA-SCID). Orchard Therapeutics, OTL 200, Metachromatic leukodystrophy (MLD). Retrophin, Thiola, Cystinuria. Retrophin, Cholbam, Bile Acid Synthesis Disorders (BASD), Zellweger Spectrum Disorders (ZSD). Retrophin, RTF, IgA nephropathy (IgAN). Retrophin, RTP, pantothenate kinase-associated neurodegeneration (PKAN). Sanofi, Olipudase Alpha, Acid Sphingomyelinase Deficiency (ASMD). Sanofi, Aldurazyme, MPS I. Sanofi, Avalglucosidase, Pompe. Sanofi, Cerdelga, Gaucher. Sanofi, Cerezyme, Gaucher. Sanofi, Venglusta, Fabry. Sanofi, Ablynx, Cablivi, Acute thrombotic thrombocytopenic purpura (aTTP). Santhera, Idebenone, Duchenne Muscular Dystrophy (DMD). Verastem, Various, Various. Voyager Therapeutics, Various, Various.

Number of accounts gained in 2018: 6

Details of Accounts Gained: Client Brand / Drug Name Disease State. Akcea Therapeutics, Tegsedi, Hereditary ATTR (hATTR) amyloidosis. Akcea Corporate, does not apply. BioCryst Pharmaceuticals, BCX7353, Hereditary angioedema. Keryx Biopharmaceuticals, Auryxia, Iron deficiency anemia in chronic kidney disease. Mallinckrodt Pharmaceuticals, VTS-270, Niemann-Pick disease. Orchard Therapeutics, OTL 101, Adenosine deaminase severe combined immunodeficiency (ADA-SCID). Orchard Therapeutics, OTL 200, Metachromatic leukodystrophy (MLD). Sanofi, Olipudase Alpha, Acid Sphingomyelinase Deficiency (ASMD). Sanofi, Aldurazyme, MPS I. Sanofi, Venglustat, clinical trial branding. Sanofi, Ablynx, Cablivi, Acute thrombotic thrombocytopenic purpura (aTTP). Santhera, Idebenone, Duchenne Muscular Dystrophy (DMD). Voyager Therapeutics (projects only), Various, Various. Ferring Pharmaceuticals, Adstiladlin, non-muscle.

Details of accounts lost in 2018: La Jolla, Giapreza, septic or other distributive shock

Carling Communications

2550 Fifth Avenue, San Diego, CA 92103

URL: carlingcom.com

Founded: 2010

Parent Company Name: Fishawack Group of Companies

Full-time employees: 78 (2018); 75 (2017)

Office Locations: 2550 Fifth Ave, San Diego, CA 92103 200 Four Falls Corporate Center, Suite 200, West Conshohocken, PA 19428

Senior Management: Sherri M Wilkins, President; Lee Krauss, Managing Director, Client Services; Amy Pamus, Senior VP, Client



Services; Gerry Crawford, Vice President, General Manager; Melissa Labelle, Director of Operations

Recent Executive Hires: Lee Krauss, Managing Director, Client Services, Carling; VP/Group Director, Digitas Health LifeBrands

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout);

2018 North American Revenue: \$14,661,571.38

2018 U.S. billings breakdown (%)

2018 sales materials:	45
2018 professional digital/web/mobile:	25
2018 professional print ads:	5
2018 consumer digital/web/mobile:	20
2018 consumer print ads:	5

AOR Clients: 4 (2018); 1 (2017)

Project-based clients: 4 (2018); 13 (2017)

Current healthcare/pharma accounts: Ortho Dermatologies, Duobrii, Bryhali, Onexton, corporate; Bausch & Lomb, Lotemax SM, Prolensa, Retisert, Visudyne; Edwards Lifesciences, Heart valve disease awareness; Bryn Pharma, I.N. epinephrine; Endo, corporate; Dermira, Obrexza; UCB, Cimzia; Salix Pharmaceuticals, Cycloset

Number of accounts gained in 2018: 4

Details of Accounts Gained: Edwards Lifesciences, Heart valve disease awareness; Bryn Pharma, I.N. epinephrine; Endo, corporate; Dermira, Obrexza

Details of accounts lost in 2018: Pernix, Zohydro ER, Silenor

Details of accounts resigned in 2018: Charleston Labs, OINV

CDM

220 E. 42nd Street, New York, NY 10017

URL: www.cdmagencies.com

Founded: 1984

Parent Company Name: Omnicom

Full-time employees: 575 (2018); 550 (2017)

Office Locations: *CDM New York, New York, New York *CDM Princeton, New Jersey *CDM Montreal: Montréal, Quebec CDM London: London, England CDM Paris: Paris, France CDM Barcelona: Barcelona, Spain CDM Milan: Milan, Italy CDM Sao Paulo: Sao Paulo, Brazil CDM Tokyo: Tokyo, Japan

Senior Management: Kyle Barich, Chief Executive Officer, CDM; Christopher Palmer, President, CDM New York; Gregg Geider, President, CDM Princeton; Lisa Barbusci, Managing Director, CDM Montreal; Phil Bartlett, Managing Director, CDM London; Miguel Almirall, Managing Director, CDM Barcelona; Adam Weiss, Managing Director, CDM Tokyo; Mark Szentmiklosy, Managing Director, CDM Sao Paulo; Marco Gualdi, Chief Executive Officer, CDM Milan; Eric Romoli, Managing Director, CDM Paris

Recent Executive Hires: James Ewing, SVP, Global Operations, CDM (Current) SVP, Global Operations & Production, Young & Rubicam Group (Previous)

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

throughout); Working with health tech startups or innovative tech; Market research/data/analytics

2018 U.S. billings breakdown (%)

2018 sales materials:	20
2018 professional digital/web/mobile:	30
2018 professional print ads:	15
2018 consumer digital/web/mobile:	10
2018 consumer print ads:	5
2018 promotional medical education:	5
2018 market research/data/analytics:	15

AOR Clients: 40 (2018); 43 (2017)

Number of accounts gained in 2018: 13

Details of Accounts Gained: Pfizer, Chantix, vaccine, Vyndaqel Reata Therapeutics; omaveloxolone Amgen, Repatha Genentech, Xofluza Vertex Pharmaceuticals, Triple Combo, Symdeko, Orkambi, Kalydeco Boehringer Ingelheim + Eli Lilly, Jardiance Sage, Sage-217 BioMarin, Brineura

Closerlook

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

URL: www.closerlook.com

Founded: 1987

Full-time employees: 115 (2018); 80 (2017)

Office Locations: Chicago New York

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

Recent Executive Hires: Chris Abtahi, Managing Director. Formerly Executive Director, Outcomes Health Alecia Dantico, VP, MCM Strategy. Formerly VP, head of Social and Influencer Marketing at Mirum Agency

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

2018 U.S. billings breakdown (%)

2018 sales materials:	15
2018 professional digital/web/mobile:	45
2018 consumer digital/web/mobile:	20
2018 market research/data/analytics:	20

Current healthcare/pharma accounts: Alexion Pharmaceuticals, Argene; Fresenius Medical Care; Horizon, NNI; Revance Therapeutics; Takeda, Med Affairs; Tersera Therapeutics; UCB

CMI/Compas

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

URL: www.cmimedia.com

Founded: 1989

Full-time employees: 453 (2018); 426 (2017)

Office Locations: New York Philadelphia Chicago King of Prussia, PA Cherry Hill, NJ Parsippany, NJ Chapel Hill, NC Costa Mesa, CA

Senior Management: Stan Woodland, CEO, CMI/Compas; Susan Dorfman, President, CMI; John Donovan, President, Compas; James Woodland, Chief Strategy and Financial Officer; Nicole Woodland-De Van, Chief Organizational Effectiveness Officer; Eugene Lee, Chief Operating Officer; Justin Freid, EVP, Managing Director, Growth and Innovation; Becky Frederick, EVP, Client Finance; Gia Mauriello, EVP, Customer Experience & Excellence; Paul Kallukaran, EVP, Performance Analytics and Data Science; Nancy Logue, VP, Human Resources; Michelle Potts, VP, Buying Services and Deliverables; Johanna Tompetrini, EVP, Group Client Director; Melissa Barnhart, EVP, Group Client Director

Recent Executive Hires: Brian Wagner, Director, ByConsumer George Tarnopolsky, VP, Programmatic

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Market research/data/analytics

2018 North American Revenue: \$117,100,000

2018 U.S. billings breakdown (%)

2018 professional digital/web/mobile:	64
2018 professional print ads:	24
2018 consumer digital/web/mobile:	10
2018 direct marketing:	2

AOR Clients: 42 (2018); 41 (2017)

Current healthcare/pharma accounts: Abbott, AbbVie, Acadia Pharmaceuticals Pharmaceuticals, Adamas Pharmaceuticals, Agios Pharmaceuticals, Amgen, Astellas, AstraZeneca, Bayer Healthcare Pharmaceuticals, Boehringer Ingelheim, Boston Scientific, Celgene, Clovis Oncology, Dova Pharmaceuticals, Dynavax, Eli Lilly, Endo Pharmaceuticals, Exelixis, Fresenius Medical Care, Genentech, GlaxoSmithKline, Johnson & Johnson, LifeScan, LivaNova, Novartis / Alcon, Otsuka America Pharmaceutical, Pharmacyclics, Sanofi, Seattle Genetics, Shire, VeraStem Oncology, Sunovion Pharmaceuticals

Number of accounts gained in 2018: 6

Details of accounts lost in 2018: 1

Concentric Health Experience

330 Hudson Street, New York, NY 10013

URL: www.concentrichx.com

Founded: 2002

Parent Company Name: MDC Partners

Full-time employees: 228 (2018); 248 (2017)

Office Locations: 330 Hudson Street New York, NY 10013

Senior Management: Ken Begasse Jr., CEO; Michael Sanzen, CCO; Roseann Roccaro, CFO; Patricia Enright, CTO; Brian Dunn, CBO; Joe Sklar, PhD, CMO

Recent Executive Hires: Hired Patricia Enright as Chief Talent Officer from Publicis Groupe. Hired Joe Sklar, PhD as Chief Medical Officer from Pixacor Hire Kristen Roeckle as Head of Access Strategy

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

non-profit/NGO; Market research/data/analytics

2018 U.S. billings breakdown (%)

2018 sales materials:	15
2018 professional digital/web/mobile:	25
2018 professional print ads:	10
2018 consumer digital/web/mobile:	30
2018 consumer print ads:	10
2018 consumer broadcast:	5
2018 market research/data/analytics:	5

AOR Clients: 23 (2018); 27 (2017)

Project-based clients: 2 (2018); 3 (2017)

Current healthcare/pharma accounts: Otsuka Pharmaceutical/Lundbeck: US/Global Rexulti MDD & Schiz; Sage Therapeutics: US/Global Zulresso; Sunovion Pharmaceuticals: Brovana, Brovana MM, Lonhala Magnair, Lonhala Magnair MM, Respiratory Franchise, Seebri, Utibron, Arcapta, APL-130277; Alexion Pharmaceuticals: Ultomiris; Guerbet Group: Dotarem; Novo Nordisk: US/Global Saxenda, Rethink Obesity. ALS-One; Genentech/AbbVie: Venclexta; AbbVie: GBM; GBT; Voxelotor

Number of accounts gained in 2018: 7

Details of Accounts Gained: AbbVie/Genentech: Venclexta, AbbVie: GBM (Project-based), Global Blood Therapeutics: Voxelotor, Novo Nordisk: Global Saxenda, MCM, Sage Therapeutics: Zulresso, Global ALS-One: ALS, Sunovion Pharmaceuticals: APL-130277 Managed Markets

Details of accounts lost in 2018: Novartis: Taf Mek, Rydapt, Omnitrope (network consolidation), Mist Pharmaceuticals: Stendra (acquired and transitioned), Bayer: Cubrea (failed endpoints), Bayer: Nexavar/Stivarga (network consolidation), Prothena: (failed endpoints)

Details of accounts resigned in 2018: Aerie Pharmaceuticals: Rhopressa Roclatan; Ferring Pharmaceuticals: Fertility Franchise; Renovia: Leva; Emmaus Life Sciences: Endari

Continuum Clinical

650 Dundee Road, Suite 250, Northbrook, IL 60062

URL: www.continuumclinical.com

Founded: 2014

Full-time employees: 117 (2018); 153 (2017)

Office Locations: Northbrook, IL Chicago, IL

Senior Management: Neil Weisman, President; Ken Shore, Chief Commercial Officer; Pamela Landau, SVP Patient Recruitment; Cheryl Dewey, VP Performance & Technology; Bob Klein, Chief Insights & Experience Officer; Nariman Nasser, VP Site Engagement; Laura Lentz, VP Business Operations; Kevin Hartbarger, VP Integrated Media; Jennifer Hillerich, VP Account Services; Adam Dubinsky, VP Creative

Recent Executive Hires: Kevin Hartbarger, VP Integrated Media He formerly worked at Yahoo, OMD, GroupM

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

2018 North American Revenue: \$25,331,999.57



2018 U.S. billings breakdown (%)

2018 sales materials:	3
2018 consumer digital/web/mobile:	17
2018 consumer print ads:	1
2018 consumer broadcast:	16
2018 public relations:	2
2018 mar-tech/ad-tech:	61

AOR Clients: 9 (2018); 5 (2017)

Project-based clients: 12 (2018); 11 (2017)

Current healthcare/pharma accounts: We do work with 7 of the top 20 pharmaceutical companies.

Number of accounts gained in 2018: 17

Create NYC

180 Varick Street Suite 212, New York, NY 10014

URL: createnyc.com

Founded: 2009

Parent Company Name: UDG Healthcare plc

Full-time employees: 37 (2018); 29 (2017)

Office Locations: New York

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

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); Relationship marketing/direct; Digital (it's a separate practice within your agency or expertise is diffused throughout);

2018 North American Revenue: \$14,061,100

2018 U.S. billings breakdown (%)

2018 sales materials:	10
2018 professional digital/web/mobile:	25
2018 professional print ads:	5
2018 consumer digital/web/mobile:	30
2018 consumer print ads:	5
2018 direct marketing:	25

AOR Clients: 30 (2018); 21 (2017)

Project-based clients: 49 (2018); 47 (2017)

Number of accounts gained in 2018: 11

Details of accounts resigned in 2018: 1

DDB Health

200 Varick Street, New York, NY 10014

URL: <http://www.ddbhealth.com/>

Founded: 2016

Parent Company Name: Omnicom Health Group

Full-time employees: 175 (2018); 182 (2017)

Office Locations: New York and Philadelphia

Senior Management: Josh Prince, CEO; Jennie Fischette, President; Eileen Yaralian, EVP Director of Strategic Services; Michael Schreiber, Executive Creative Director

Recent Executive Hires: Megan Fabry, EVP Engagement Strategy

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout);

2018 North American Revenue: \$54,500,000

2018 U.S. billings breakdown (%)

2018 sales materials:	35
2018 professional digital/web/mobile:	20
2018 professional print ads:	10
2018 consumer digital/web/mobile:	15
2018 consumer print ads:	5
2018 promotional medical education:	5
2018 direct marketing:	5

AOR Clients: 21 (2018); 23 (2017)

Project-based clients: 4 (2018); 3 (2017)

Current healthcare/pharma accounts: Amgen BI Biovertiv CVS Ferring Genentech Incyte Novartis Rhodes

Number of accounts gained in 2018: 4

Details of Accounts Gained: CVS Novartis (2) Genentech

Details of accounts lost in 2018: Incyte, Epacadostat

Deloitte Digital

330 Hudson St, New York, NY 10013

URL: www.deloittedigital.com

Founded: 2012

Full-time employees: 567 (2018); 2045 (2017)

Office Locations: Chicago, Denver, Greensboro, Los Angeles, New York, Red Bank, San Francisco, Seattle, Washington DC

Senior Management: Larry Mickelberg, Managing Director; Laura Smith, Group Creative Director; Chris Zant, Principal

Recent Executive Hires: Laura Smith, Group Creative Director—previously at Havas Health

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

2018 North American Revenue: \$166,100,000

2018 U.S. billings breakdown (%)

2018 professional digital/web/mobile:	20
2018 consumer digital/web/mobile:	20
2018 consumer print ads:	5
2018 consumer broadcast:	5
2018 direct marketing:	10
2018 market research/data/analytics:	15
2018 mar-tech/ad-tech:	20

AOR Clients: 2 (2018)

Project-based clients: 75 (2018); 63 (2017)

Number of accounts gained in 2018: 6



DevicePharm/Brado

2100 Main Street, Suite 250, Irvine, CA 92614

URL: www.devicepharm.com

Founded: 2002

Full-time employees: 150 (2018); 35 (2017)

Office Locations: Irvine, CA St. Louis, MO Chicago, IL Minneapolis, MN Austin, TX

Senior Management: Andy Parham, CEO; Eric McCully, CFO; Clay Wilemon, President & CSO, Brand Activation; Bob Cuneo, President & CIO, Creative Insight; AJ Ghergich, Chief Technology Officer; Jon Hermie, GM & SVP, Brand Activation; Sue Ellen Bohac, GM & SVP, Creative Insight; Kathy Day, SVP Human Resources

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

2018 North American Revenue: \$35,000,000

2018 U.S. billings breakdown (%)

2018 sales materials:	15
2018 professional digital/web/mobile:	20
2018 professional print ads:	5
2018 consumer digital/web/mobile:	15
2018 promotional medical education:	5
2018 direct marketing:	5
2018 market research/data/analytics:	25
2018 mar-tech/ad-tech:	10

AOR Clients: 10 (2018); 3 (2017)

Project-based clients: 50 (2018); 25 (2017)

Current healthcare/pharma accounts: Abbott Structural Heart, Baxter, Glaukos, Heraeus Medical, Bausch + Lomb, CathWorks, DIO Pharma, Abbott EP, Aerin Medical

Number of accounts gained in 2018: 18

Details of Accounts Gained: DIO, CathWorks, Abbott EP, Spineology, International Biophysics, Menarini Silicon Biosystems

Details of accounts lost in 2018: ReShape Medical (acquired)

DiD

201 S. Maple Ave, Ambler, Pa 19002

URL: www.didagency.com

Founded: 2004

Full-time employees: 130 (2018); 120 (2017)

Office Locations: Ambler, Pa Philadelphia, Pa Healdsburg, Ca

Senior Management: Rick Sannem, Founding Partner; Peter Kenney, Founding Partner; Elyse Cole, Managing Partner; Bill Fay, Managing Partner; Abby Galardi, Managing Partner; Patty Henhoefer, Managing Partner; Gabe Plumer, Chief Financial Officer

Recent Executive Hires: Patrick Chenot: Senior Vice President, Director - Client Services (Havas Health & You) Kyle Bechter: Vice President - Business Development (Publicis Health)

Capabilities/Services Offered: Professional (marketplace/sales);

Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

2018 North American Revenue: \$22,500,000

2018 U.S. billings breakdown (%)

2018 sales materials:	16
2018 professional digital/web/mobile:	16
2018 professional print ads:	16
2018 consumer digital/web/mobile:	16
2018 consumer print ads:	16
2018 consumer broadcast:	9
2018 direct marketing:	7
2018 market research/data/analytics:	4

AOR Clients: 18 (2018); 17 (2017)

Project-based clients: 10 (2018); 5 (2017)

Number of accounts gained in 2018: 5

Details of Accounts Gained: Janssen Pharmaceuticals, Symtuza Omron Healthcare, numerous medical devices Avanos Health (formerly Halyard Health), numerous medical devices Wright Medical, numerous medical devices

Details of accounts lost in 2018: As an independent agency, DiD does not follow the status quo when it comes to healthcare agency standards. The client always comes first, even before revenue and margins. Thanks to this client first approach DiD enjoys extremely high client retention rates. We are proud to say we did not lose any clients in 2018.

Digitas Health

100 E Penn Square, 11th Floor, Philadelphia, PA 19107

URL: digitashealth.com

Founded: 1991

Parent Company Name: Publicis Health

Full-time employees: 475 (2018); 425 (2017)

Office Locations: Philadelphia 100 Penn Square East 11th Floor Philadelphia, PA 19107 New York 1675 Broadway 5th Floor New York, NY 10019 San Francisco 350 Bush St. 18th Floor San Francisco, CA 94104

Senior Management: Eric Muller | President Brian Lefkowitz | Chief Creative Officer Susan Manber | Chief Strategy Officer Brendan Gallagher | Chief Connected Health Officer Lee Fraser | Chief Medical Officer Craig Douglass | Chief Growth Officer Lee Carroll | Chief Talent Officer Ann Cinque | Chief Financial Officer

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

AOR Clients: 19 (2018); 13 (2017)

Project-based clients: 11 (2018); 21 (2017)

Number of accounts gained in 2018: 10

Details of accounts resigned in 2018: 2



Dudnyk

5 Walnut Grove Dr, Suite 300, Horsham, PA 19044

URL: www.dudnyk.com

Founded: 1993

Full-time employees: 106 (2018); 97 (2017)

Office Locations: 5 Walnut Grove Dr, Suite 300, Horsham, PA 19044

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

Capabilities/Services Offered: Professional (marketplace/sales); Relationship marketing/direct; Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/non-profit/NGO;

2018 North American Revenue: \$20,700,000

2018 U.S. billings breakdown (%)

2018 sales materials:	30
2018 professional digital/web/mobile:	50
2018 professional print ads:	10
2018 direct marketing:	10

AOR Clients: 8 (2018); 6 (2017)

Current healthcare/pharma accounts: Jazz Pharmaceuticals, Erwinaze, Defitelio, Vyxeos Sunovion Pharmaceuticals, Product in development Sun Ophthalmics, Bromsite, Xelpros, Cequa Takeda Pharmaceutical, Cinryze, Kalbitor, Firazy, Franchise Eyevance Pharmaceuticals, 2 Products in development Alnylam Pharmaceuticals, Onpattro, product in development MacroGenics, Product in development PTC Therapeutics, Product in development

Number of accounts gained in 2018: 2

Details of Accounts Gained: MacroGenics, Product in development Eyevance Pharmaceuticals, 2 products in development

Details of accounts lost in 2018: Takeda Pharmaceutical, Takhzyro

Elevate Healthcare

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

URL: www.elevateHC.com

Founded: 2015

Full-time employees: 25 (2018); 17 (2017)

Office Locations: Blue Bell, PA

Senior Management: Lorna Weir, Managing Partner; Frank X. Powers, Managing Partner; Lisa Tamborello, PHR, Executive Director, HR; Scott Harper, VP, Client Engagement & Delivery; Barry Schmader, Chief Creative Officer; Tara Powers, VP, Creative Director, Art; Steven Goldstein, Creative Director, Copy

Recent Executive Hires: Elevate's latest executive hire is Steven Goldstein, Creative Director, Copy. Steven has practiced his craft across the spectrum of therapeutic categories, at both independent agencies, and larger networks.

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

expertise is diffused throughout);

2018 North American Revenue: \$6,245,562

2018 U.S. billings breakdown (%)

2018 sales materials:	50
2018 professional digital/web/mobile:	20
2018 professional print ads:	15
2018 consumer digital/web/mobile:	15

AOR Clients: 9 (2018); 7 (2017)

Project-based clients: 19 (2018); 10 (2017)

Current healthcare/pharma accounts: Alexza Pharmaceuticals, Corporate, Staccato OBT; Aspen Green, Corporate, CBD Franchise; DePuy Synthes Joint Reconstruction, multiple products; DePuy Synthes Spine, multiple products; DePuy Synthes Trauma, multiple products; EyePoint Pharmaceuticals, Dexycu Foundation Fighting Blindness, Corporate; Galen US, Adasuve, Synera; Grifols, HyperRAB, TD Vax; Hill-Rom, Clinical Workflow Solutions; kaléo, Evzio

Number of accounts gained in 2018: 6

Details of Accounts Gained: Alexza Pharmaceuticals, Staccato OBT; DePuy Synthes Trauma, multiple new products; EyePoint Pharmaceuticals, Dexycu; Foundation Fighting Blindness, Corporate; Galen US, Synera; Grifols, TD Vax

Entree Health

200 Varick Street, New York, NY 10014

URL: entreehealth.com

Founded: 1997

Parent Company Name: DAS Group of Companies

Full-time employees: 141 (2018); 138 (2017)

Office Locations: Entree Health New York, NY Entree Health Princeton, NJ Entree Health Boston, MA Entree Health Consultancy (Boston, MA)

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

Recent Executive Hires: Tony Gibson - EVP, Director of Payer Strategy. Previous Title & Employer - Chief Strategy Officer, Havas

Capabilities/Services Offered: Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Market research/data/analytics

2018 North American Revenue: \$31,000,000

AOR Clients: 21 (2018); 19 (2017)

Project-based clients: 12 (2018); 9 (2017)

Current healthcare/pharma accounts: AbbVie; Acadia Pharmaceuticals; Agios; Bayer; EMD Serono; Genentech; GSK; Merck; Novartis; Novo Nordisk; Optinose; Otsuka America Pharmaceutical; Pfizer; Pfizer/BMS Alliance; Radius Health; Regeneron Pharmaceuticals/Sanofi; Relypsa; Spark Therapeutics; Sun Pharmaceutical; Takeda Pharmaceutical; UCB Pharmaceuticals

Number of accounts gained in 2018: 27

Details of Accounts Gained: AbbVie; Bayer; Bristol Myers Squibb; Dermira; Genentech; LifeScan; Lupin Pharmaceuticals; Merck; Sun Pharmaceutical; Takeda Pharmaceutical; Teva Pharmaceutical; UCB Pharmaceuticals

Details of accounts lost in 2018: Dermira; Novo Nordisk; Pfizer; Relypsa

Eversana

400 Connell Drive, Berkeley Heights, NJ 7922

URL: eversana.com

Founded: 1998

Full-time employees: 82 (2018); 70 (2017)

Office Locations: 400 Connell Drive, Berkeley Heights, NY 07922 300 Connell Drive, Berkeley Heights, NY 07922

Senior Management: Megan Jones, General Manager; Jodi Ceberio, EVP, Client Services; Sal Salvaggio, SVP, Operations; Jeffrey LaVaute, EVP, Client Strategy; Craig Ornstein, SVP, Clinical Services; Richard Stefanacci, Chief Medical Officer; Rachel Williams, VP, Creative Director; Cory Myers, VP, Associate Creative Director

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

2018 North American Revenue: \$20,200,000

2018 U.S. billings breakdown (%)

2018 sales materials:	39
2018 professional digital/web/mobile:	16
2018 professional print ads:	2
2018 consumer digital/web/mobile:	7
2018 consumer print ads:	1
2018 direct marketing:	19
2018 market research/data/analytics:	16

AOR Clients: 16 (2018); 11 (2017)

Project-based clients: 18 (2018); 17 (2017)

Number of accounts gained in 2018: 9

Evoke

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

URL: <https://www.evokegroup.com/>

Founded: 2006

Parent Company Name: Huntsworth Health

Full-time employees: 550 (2018); 323 (2017)

Office Locations: New York, NY Philadelphia, PA Princeton, NJ Chicago, IL Los Angeles, CA San Francisco, CA

Senior Management: Reid Connolly, CEO & Founder; Heather Torak, Chief Operating Officer; Tom Donnelly, President, North America; Michael Cole, Chief Strategy Officer; Collette Douaihy, Chief Creative Officer; Jon Clark, President, Europe; Maryellen Royle, President, PR & Influence; Steve Minichini, President, Media; Steven Gold, Evoke Giant CEO; Adam Gelling, President, Evoke Giant; John Shamsey, President, Evoke Navience

Recent Executive Hires: Michael Cole, Chief Strategy Officer (previous employer: WPP Health & Wellness; previous title: Chief Strategy Officer); Collette Douaihy, Chief Creative Officer (previous employer: Digitas Health; previous title: Executive Creative Director); Marci Piasecki, Group Managing Director, NY and LA (previous employer: GSW North America; previous title: President); Beth Beck, Group Managing Director, Philadelphia and Chicago (previous employer: McCann Health; previous title: General Manager); Liz Kane, EVP, Planning (previous employer:

Havas Tonic; previous title: Managing Director, Planning); James Pietz, EVP, Client Partner (previous employer: Razorfish Health; previous role: SVP, Group Account Director); Kathy Magnuson, EVP, Client Partner (previous employer: BGB Group; previous title: EVP, Management Supervisor); Lauren Heinemann, EVP, Business Engagement Lead (previous employer: McCann Health New Jersey; previous position: EVP, General Manager)

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

2018 North American Revenue: \$134,653,057

2018 U.S. billings breakdown (%)

2018 sales materials:	9
2018 professional digital/web/mobile:	18
2018 professional print ads:	16
2018 consumer digital/web/mobile:	20
2018 consumer print ads:	17
2018 consumer broadcast:	8
2018 direct marketing:	8
2018 public relations:	7
2018 market research/data/analytics:	5
2018 mar-tech/ad-tech:	2

AOR Clients: 65 (2018); 31 (2017)

Project-based clients: 8 (2018)

Number of accounts gained in 2018: 87

Evolution Medical Communications

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

URL: www.evolutionmedcom.com

Founded: 2005

Full-time employees: 120 (2018); 103 (2017)

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

Senior Management: Mark Edfort, Managing Partner; Carolyn Harts, Managing Partner; Andrea Lanzetta, Managing Partner; Marina Jean, MD, Chief Growth Officer; Leo Francis, PhD, Chief Medical Officer; Maureen Drexler, VP Account Services; Angela Searles, SVP, Operations; Thomas Loonam, PhD, VP Scientific Services; Susan Hagemann, Senior Director, Human Resources

Recent Executive Hires: Leo Francis, PhD, Chief Medical Officer. Previous titles/employers: Chief Medical Officer at Avadel Pharmaceuticals; Chief Medical Officer at DWA Healthcare Communications Group; Global Group President at Publicis Healthcare Communications Group; President, Adelphi Eden Health Communications

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

2018 North American Revenue: \$32,027,000

2018 U.S. billings breakdown (%)



2018 sales materials:	4
2018 professional digital/web/mobile:	7
2018 promotional medical education:	79
2018 market research/data/analytics:	10

AOR Clients: 18 (2018); 15 (2017)

Project-based clients: 18 (2018); 9 (2017)

Current healthcare/pharma accounts: Lundbeck, Northera; Aimmune Therapeutics, AR101; Pacira BioSciences, Exparel; Sun Pharmaceutical, Odomzo, Yonsa, Infugem; Biogen, Spinraza, Tecfidera, Tysabri, aducanumab; Alnylam Pharmaceuticals, Onpatro, Givosiran, Lumasiran; Ferring Pharmaceuticals, Nocodurn, Menopur, Endometrin, Clenpiq; AstraZeneca, Brilinta, Farxiga, Lokelma; Genentech, pipeline, pulmozyme; Shire, Xiidra, Natpara, VPRIV, Takhzyro, Elaprase, Cuvitru, HyQvia, Gattex; Avanir Pharmaceuticals, Nuedexta; Incyte, Jakafi; DSI, DS8201; Enzyvant, Pipeline; Rhythm Pharmaceuticals, Setmelanotide

Number of accounts gained in 2018: 12

Details of Accounts Gained: Aimmune Therapeutics, AR101; DSI, DS8201; Lundbeck, Northera; Biogen, aducanumab; Ferring Pharmaceuticals, Nocodurn; Rhythm Pharmaceuticals, Setmelanotide; AstraZeneca, Farxiga, Lokelma; Shire, Cuvitru, HyQvia; Sun Pharmaceutical, Infugem; Pacira BioSciences, Exparel

Details of accounts resigned in 2018: Genentech, Tecentriq Verastem, Duvelisib

Excitant Healthcare Advertising

1410 Meadowbrook Way, Woodstock, GA 30189

URL: www.excitanthealthcare.com

Founded: 2011

Full-time employees: 8 (2018); 8 (2017)

Office Locations: Georgia

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

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

2018 North American Revenue: \$758,682

2018 U.S. billings breakdown (%)

2018 sales materials:	25
2018 professional digital/web/mobile:	25
2018 professional print ads:	10
2018 consumer digital/web/mobile:	10
2018 consumer print ads:	5
2018 consumer broadcast:	5
2018 promotional medical education:	5
2018 direct marketing:	10
2018 public relations:	5

AOR Clients: 3 (2018); 2 (2017)

Project-based clients: 6 (2018); 6 (2017)

Current healthcare/pharma accounts: Avanos, Coolief, Cortrak, Misc Respiratory Health; Dynex Technologies, Agility, DS2, DSX; Krona Therapeutics, Natavi; Merz North America; Mederma; RedHill

Biopharma, Talicia; Verantos, Corporate; Zoetis, WITNESS, AlphaTRAK, Reference Lab tests, Reproductive Health Line

Number of accounts gained in 2018: 5

Details of Accounts Gained: Avanos, Coolief, Cortrak, Misc Respiratory Health; Dynex Technologies, Agility; RedHill Biopharma, Talicia; Verantos, Corporate; Zoetis, AlphaTRAK, Reference Lab tests, Reproductive Health Line

Details of accounts resigned in 2018: Galen, SYNERA

FCBCure

5 Sylvan Way, Parsippany, NJ 7054

URL: www.fcbcure.com

Founded: 1985

Parent Company Name: FCB Health Network

Full-time employees: 162 (2018); 150 (2017)

Office Locations: Parsippany, NJ

Senior Management: a. Tammy Fischer, Managing Director, FCBCure and FCB Health Network Specialized Agencies b. Ludovic Moulin, Managing Director, FCBCure

Recent Executive Hires: a. Ludovic Moulin, Managing Director, FCBCURE, (formerly Publicis) b. Michael Dennelly, Group Strategic Planning Director, (formerly Evoke Health) c. Dania Alarcón, PhD; Director, Medical and Scientific Affairs, (formerly Area 23) d. Tanya Weschke, Management Director, (formerly Biolumina) e. Alise DuVall, Management Director, (formerly Harrison and Star) f. Elisa Wright, Creative Director (Copy), (formerly greyhealth group / Wunderman Health) g. Anthony Turi, Creative Director (Art), (formerly Concentric Health Experience)

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

AOR Clients: 44 (2018); 30 (2017)

Project-based clients: 1 (2017)

Current healthcare/pharma accounts: a. Alexion Pharmaceuticals, PNH, NMOs b. Allergan, Women's Health, Glaucoma c. Allergan/Ironwood Pharmaceuticals, IBS-C, CIC d. Aquestive Therapeutics, LGS, Epilepsy e. Arena Pharmaceuticals, Ulcerative Colitis & Crohn's Disease f. Bayer HealthCare, Colorectal & Liver Cancer g. Bayer/Merck, Heart Failure h. Eidos Therapeutics, ATTR Cardiomyopathy i. Ferring Pharmaceuticals, Nocturnal Polyuria, Orthopedics j. Heron Therapeutics, CINV k. Merck, HIV l. Novo Nordisk, Hemophilia m. Origin Biosciences, Molybdenum Cofactor Deficiency n. QED Therapeutics, Cholangiocarcinoma o. Shionogi, Thrombocytopenia Associated With Chronic Liver Disease, Antibiotic Resistance, Influenza p. Vertex Pharmaceuticals, Cystic Fibrosis

Number of accounts gained in 2018: 14

Details of Accounts Gained: a. Allergan, Women's Health, IBS-C, CIC, Glaucoma b. Aquestive Therapeutics, LGS, Epilepsy c. Arena Pharmaceuticals, Ulcerative Colitis & Crohn's Disease d. Bayer/Merck, Heart Failure e. Ferring, Pharmaceuticals Nocturnal Polyuria, Orthopedics f. QED Therapeutics, Cholangiocarcinoma g. Shionogi, Antibiotic Resistance h. Vertex Pharmaceuticals, Cystic Fibrosis i.

Alexion Pharmaceuticals, PNH, NMOSD

Details of accounts lost in 2018: Area - RPG license sold

Details of accounts resigned in 2018: Vertex

FCB Health New York

100 W 33rd Street, New York, NY 10001

URL: www.fcbhealthny.com

Founded: 1977

Parent Company Name: FCB Health Network

Full-time employees: 682 (2018); 590 (2017)

Office Locations: New York, NY

Senior Management: Dana Maiman, President & CEO; Kathleen Nanda, Executive Creative Director; Michael Guarino, Chief Commercial Officer; Tom Kelly, Chief Financial Officer; Graham Johnson, Chief Product Officer; Lisa DuJat, Chief Talent Officer; Julia Phelan, Executive Director; Sarah Hall, Executive Director; Sommer Bazuro, PhD, Executive Director of Medical/Scientific Affairs; Kitty Ravenhall, Executive Director of Strategic Planning; Salvator Diana, Group Creative Director; Lauren Naima, Group Creative Director; Don Matera, Group Creative Director; Kim Barke, Group Creative Director; Mike Devlin, Group Creative Director; Susan Perlbachs, Group Creative Director; Bill Yorio, Executive Director; Kerry Dwyer, Executive Director; Wendi Goodman, Executive Director; Jennifer Samuels, Executive Director

Recent Executive Hires: An unbelievable number of new hires joined the agency this year, including almost 85 account managers, close to 90 creatives and more than 25 integrated producers (just to call out a few departments). Just a few examples : ■ Susan Perlbachs, group creative director (formerly DEFY) ■ Keshni Sharma, creative director (formerly JWT) ■ Daniel Mailliard, creative director (formerly McCann Health) ■ Jessica Baskin, management director (formerly independent consultant) ■ Carolyn Gorelick, group management director (formerly W2O Group) ■ Greg Rubenstein, management director (formerly Grey Group) ■ Jason Gloye, management director (formerly 21GRAMS) ■ Christopher Mangione, management director (formerly Centron) ■ Jonathan Brady, group engagement director (formerly JUICE Pharma Worldwide) ■ Chris Seda, director of product design (formerly 360i)

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

AOR Clients: 58 (2018); 42 (2017)

Current healthcare/pharma accounts: Abbvie 1 Brand Akebia 1 Brand Adapt Pharma 1 Brand Amag Pharmaceuticals 2 Brands Amgen 3 Brands Astellas Pharma 1 Brand And 1 Brand Co-Promoted (Seattle Genetics) Boehringer Ingelheim 3 Brands Cooper Surgical 1 Brand Crohn's & Colitis Foundation 1 Brand Dermira 1 Brand Esperion 1 Brand Exact Sciences/Pfizer 1 Brand Genentech 6 Brands Gilead Sciences 5 Brands Ipsen 1 Brand Janssen 2 Brand And 1 Brand Co-Promoted (Pharmacyclics) Jazz Pharmaceuticals 1 Brand Novartis 5 Brands Paratek Pharmaceuticals 1 Brand Pfizer 1 Brand Pharmacyclics 1 Brand Co-Promoted (Janssen) Portola Pharmaceuticals 1 Brand Sandoz 2 Brands Sanofi Genzyme 3 Brands Seattle Genetics/Astellas Pharma 1 Brand Co-Promoted (Astellas) Sun Pharmaceuticals 1 Brand Takeda

Pharmaceutical 3 Brands Zynherba Pharmaceuticals 1 Brand

Number of accounts gained in 2018: 16

Details of Accounts Gained: Adapt Pharma, opioid overdose; Boehringer Ingelheim, respiratory; Esperion, cholesterol; Exact Sciences/Pfizer, colon cancer screening; Portola Pharmaceuticals, thrombosis; Genentech, 2 hematology/oncology, hemophilia; Gilead Sciences, 2 hematology/oncology, hepatitis C; Janssen, HIV; Jazz Pharmaceuticals, excessive sleepiness/obstructive sleep apnea; Novartis, 2 multiple sclerosis; Sanofi/Genzyme, hematology/oncology; Takeda Pharmaceutical, hematology/oncology.

Details of accounts resigned in 2018: 1 - Galderma Laboratories

Fingerpaint

395 Broadway, Saratoga Springs, NY 12866

URL: https://www.fingerpaint.com/

Founded: 2008

Full-time employees: 200 (2018); 185 (2017)

Office Locations: Saratoga Springs, New York Conshohocken, Pennsylvania Phoenix, Arizona Columbus, Ohio Cedar Knolls, New Jersey

Senior Management: Ed Mitzen, Founder; Bill McEllen, Head of Saratoga Springs Office; Andy Pyfer, Head of Conshohocken Office; Kevin Kish, Head of Finance; Nicole Holland, Head of People and Culture; Colleen Carter, Head of Marketing and Business Development; Bruce Rooke, Head of Innovation; Mark Willmann, Head of Cedar Knolls Office; Michelle Olson, Head of Phoenix Public Relations Team; Andrea Kretzmann, Head of Phoenix Advertising Team

Recent Executive Hires: Colleen Carter, previously Chief Experience Officer at Concentric Health Experience; Kevin Kish, previously SVP Finance at Syneos Health Communications; Mark Willmann, previously President at McCann Health New Jersey; Nick Megjugorac, Head of Strategy; Cedar Knolls, previously EVP, Head of Strategic Services at McCann Health New Jersey

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

2018 North American Revenue: \$44,796,969

2018 U.S. billings breakdown (%)

2018 sales materials:	56
2018 professional digital/web/mobile:	15
2018 professional print ads:	5
2018 consumer digital/web/mobile:	10
2018 consumer print ads:	1
2018 consumer broadcast:	1
2018 promotional medical education:	4
2018 direct marketing:	5
2018 public relations:	1
2018 market research/data/analytics:	1
2018 mar-tech/ad-tech:	1

AOR Clients: 19 (2018); 16 (2017)

Project-based clients: 6 (2018); 9 (2017)

Current healthcare/pharma accounts: Alexion Pharmaceuticals, Soliris; Alkermes; Avadel; Curium Pharma, brand in development;



Dynavax Technologies, Hepsilav-B; Rhythm Pharmaceuticals, setmelanotide; Biogen, Imraldi, Benepali, Flixadi; BTG, CroFab, Voraxaze; CSL Behring, Zemaira; Optinose, Xhance; SUN Pharmaceuticals/DUSA Pharmaceuticals, Levulan; SUN Pharmaceuticals, Absorica, Ilumya; Celularity, Interfyl, Biovance, UltraMIST; Endo; Genentech; Daiichi Sankyo; Heliuss Medical Technologies, PoNS Device; Abbott, Portfolio; American Regent, Venofer; Becton Dickinson, Diabetes; Bio-Rad; Corium

Number of accounts gained in 2018: 15

Details of Accounts Gained: Curium Pharma, brand in development; Dynavax Technologies, Hepsilav-B; Celularity, Interfyl, Biovance, UltraMIST; Endo; Genentech; Daiichi Sankyo; American Regent; Becton Dickinson, Diabetes; Bio-Rad; Corium; Celularity; Catalyst.

Fishawack Communications

c/o 200 Four Falls Corporate Center, Suite 200,
West Conshohocken, PA 19428

URL: www.fishawack.com

Founded: 2001

Full-time employees: 83 (2018); 62 (2017)

Office Locations: Conshohocken, PA

Senior Management: Rachel Davies, General Manager; Gary Lyons, Group Director - Strategy & Innovation; Bea Benoit - Executive Vice President; Lara Hancock, Business Unit Head; Lori Lush, Business Unit Head; Rachel Sherman, Business Unit Head; Glenn Wilson, Business Unit Head; Tim Browning, Business Unit Head

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

2018 North American Revenue: \$15,200,000

2018 U.S. billings breakdown (%)

2018 sales materials:	2
2018 professional digital/web/mobile:	13
2018 promotional medical education:	30
2018 market research/data/analytics:	5

AOR Clients: 14 (2018); 12 (2017)

Project-based clients: 14 (2018); 11 (2017)

Current healthcare/pharma accounts: Abbvie; Alcon; Amgen; Arbor Pharmaceuticals; AstraZeneca; Bioverativ; Bryn Pharma; Duchesnay; Edwards Lifesciences; Exelixis; Genzyme; Gilead Sciences; GSK Pharmaceuticals; Halozyme Therapeutics; Mallinckrodt Pharmaceuticals; MedImmune; Merck; Novartis; Onyx Pharmaceuticals; Emergent BioSolutions; Regeneron Pharmaceuticals; Sanofi-Aventis; Sanofi-Regeneron; SUN Pharmaceutical; Terumo BCT; TEVA Pharmaceutical Industries; Thrombogenics; UCB

Number of accounts gained in 2018: 5

Details of Accounts Gained: Bryn; Edwards Lifesciences; Emergent BioSolutions; Halozyme Therapeutics; Gilead Sciences

Fishawack Group of Companies

No. 3 Booths Park, Chelford Road, Knutsford, Cheshire WA16 8GS

URL: http://www.fishawack.com

Founded: 2001

Full-time employees: 159 (2018); 137 (2017)

Office Locations: 2550 Fifth Avenue Suite 150 San Diego, CA 92103
200 Four Falls Corporate Center Suite 200 West Conshohocken, PA 19428
524 Broadway 11th Floor New York, NY 10012

Senior Management: Oliver Dennis, CEO; Dominic Miller, Chief Operating Officer; Gail Flockhart, Group President; Jenifer Kirkland, CFO

Recent Executive Hires: Steve Williams, Chief Transformation Officer; Managing Partner, Langtons; Stephen Galt - Head of Client Services; Client Services Director at Entwine, Healthcare Consultancy Group London, UK; Managing Director: Atlantis Healthcare Sydney, Australia

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

2018 North American Revenue: \$35,000,000

2018 U.S. billings breakdown (%)

2018 sales materials:	30
2018 professional digital/web/mobile:	25
2018 professional print ads:	5
2018 consumer digital/web/mobile:	10
2018 consumer print ads:	5
2018 promotional medical education:	25

AOR Clients: 22 (2018); 17 (2017)

Project-based clients: 39 (2018); 40 (2017)

Current healthcare/pharma accounts: Ortho Dermatologics, Duobrii, Bryhali, Onexton, corporate; Bausch & Lomb, Lotemax SM, Prolensa, Retisert, Visudyne; Edwards Lifesciences, Heart valve disease awareness; Bryn Pharma, I.N. epinephrine; Endo, corporate; Dermira, Obrexza; UCB, Cimzia; Salix Pharmaceuticals, Cycloset. Sanofi Pasteur, Flu Vaccine; Janssen, Zytiga, Erleada, Darzalex, Stelara; Shionogi, Cefiderocol; Biogen, Aducanumab, PSP; BioNtech, IVAC; Novo Nordisk, Multichannel; Vertex Pharmaceuticals, Cystic fibrosis portfolio; Eli Lilly, Oncology, Global Medical; Novartis, Global Medical (Immunology hepatology) division; Roche, Global medical; Boehringer Ingelheim, Digital ecosystem; Pfizer, Multichannel, Oncology; AstraZeneca, platform and service design. Abbvie; Alcon; Amgen; Arbor Pharmaceuticals; Bioverativ; Bryn Pharma; Duchesnay; Edwards Lifesciences; Exelixis; Genzyme; Gilead Sciences; GSK; Halozyme Therapeutics; Mallinckrodt Pharmaceuticals; MedImmune; Merck; Onyx Pharmaceuticals; Emergent BioSolutions; Regeneron Pharmaceuticals; Sanofi-Aventis; Sanofi-Regeneron; SUN Pharmaceutical; Terumo BCT; TEVA Pharmaceutical; Thrombogenics; UCB

Number of accounts gained in 2018: 11

Details of Accounts Gained: Edwards Lifesciences, Heart valve disease awareness; Bryn Pharma, I.N. epinephrine; Endo, corporate; Dermira, Obrexza; AstraZeneca, platform and service design; BioNtech, IVAC; Novo Nordisk, Multichannel; Shionogi, Cefiderocol; Emergent BioSolutions; Halozyme Therapeutics; Gilead Sciences

Details of accounts lost in 2018: Pernix, Zohydro ER, Silenor;

Details of accounts resigned in 2018: Charleston Labs, OINV;

Flywheel

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

URL: <http://flywheelpartners.com>

Founded: 2006

Full-time employees: 70 (2018); 57 (2017)

Office Locations: New York, NY Boston, MA

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

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

2018 North American Revenue: \$16,000,000

2018 U.S. billings breakdown (%)

2018 sales materials:	40
2018 professional digital/web/mobile:	20
2018 professional print ads:	10
2018 consumer digital/web/mobile:	5
2018 promotional medical education:	20
2018 direct marketing:	5

AOR Clients: 6 (2018); 5 (2017)

Project-based clients: 26 (2018); 23 (2017)

Current healthcare/pharma accounts: AbbVie, Agilent, Allergan, AstraZeneca, Bayer, Eisai, Flexion Therapeutics, Hologic, Nestle, Otsuka, Pfizer, Progenics, Regeneron, Sanofi Genzyme, Spectrum, Teva Pharmaceutical, Veracyte

Number of accounts gained in 2018: 4

Details of Accounts Gained: Averitas Pharma, Cardinal Health, Genentech, Helsinn

FreshBlood Group

182 Howard Street, Suite 630, San Francisco, CA 94105

URL: www.freshblood.com

Founded: 2015

Full-time employees: 12 (2018); 8 (2017)

Office Locations: San Francisco

Senior Management: Robert Finkel, Founder/CEO, Brand Vision; Patricia Malone, Chief Creative Officer

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

2018 North American Revenue: \$5,200,000

2018 U.S. billings breakdown (%)

2018 sales materials:	30
2018 professional digital/web/mobile:	50
2018 professional print ads:	5

2018 promotional medical education:	5
2018 direct marketing:	5
2018 market research/data/analytics:	5

AOR Clients: 2 (2018); 2 (2017)

Project-based clients: 9 (2018); 5 (2017)

Current healthcare/pharma accounts: Oncopptides, melflufen; Revance, RT002 and Corporate; Rigel Pharmaceuticals, Tavalisse; Santen Pharmaceutical, Microshunt; Natera, Signatera; Inovio Pharmaceuticals, Corporate; Iovance Biotherapeutics, clinical trial recruitment; Marinus Pharmaceuticals, ganaxolone; Menlo Therapeutics, serlopitant; Pulse Biosciences, CellFX

Number of accounts gained in 2018: 5

Details of Accounts Gained: Santen Pharmaceutical, Microshunt; Natera, Signatera; Iovance Biotherapeutics, clinical trial recruitment; Menlo Therapeutics, serlopitant; Pulse Biosciences, CellFX

Details of accounts lost in 2018: Santen, Microshunt

GCG Marketing

2421 West 7th Street, Suite 400, Fort Worth, TX 76110

URL: <https://www.gcgmarketing.com>

Founded: 1973

Full-time employees: 62 (2018); 42 (2017)

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



AD DESCRIPTION: Known for branding and managing physician-to-consumer communication, GCG has also helped many of its clients move into the digital marketing arena. The work we've completed recently includes a brand-new consumer site for miraDry, a digital sales aid for Dermatology.com and a digital ad campaign for Minolira.

WHY IS YOUR AD SPECIAL? Our creative combines insight-driven messaging with the right visual style to reinforce a brand's key product differentiators and benefits. It comes to life across channels, appealing to the target audiences wherever they interact with the brand. The result is a cohesive, compelling, memorable brand experience that drives business results.

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

Recent Executive Hires: Carlos Ortega, Digital Creative Director; Lauren Coleman, Creative Director; Marcie Greubel, Account Supervisor



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

2018 North American Revenue: \$11,321,459

2018 U.S. billings breakdown (%)

2018 sales materials:	10
2018 professional digital/web/mobile:	20
2018 professional print ads:	10
2018 consumer digital/web/mobile:	25
2018 consumer print ads:	5
2018 consumer broadcast:	5
2018 promotional medical education:	10
2018 market research/data/analytics:	10
2018 mar-tech/ad-tech:	5

AOR Clients: 32 (2018); 25 (2017)

Project-based clients: 14 (2018); 18 (2017)

Current healthcare/pharma accounts: Crown Laboratories; Direct Orthopedic Care; Ferris; Merz Pharma, Ultherapy, Cellfina, Describe, Neocutis; Smith & Nephew, Acticoat, Allevyn Life, LEAF, Pic; EPI Health, Bensal, Inova, Nuvail, Sitavig; Encore Pharmaceuticals, Hylatopic Plus, Tetrax Cream; MedHab, MyNotifi; Mission Pharmacal; Journey Medical; Ortho Dermatologics, Dermatology.com, Siliq; Sientra, MiraDry; TearLab; Pfizer; Verrica Pharmaceuticals; Urgo Medical.

Number of accounts gained in 2018: 7

Details of Accounts Gained: Crown Laboratories; Direct Orthopedic Care; Ferris; Ortho Dermatologics, Dermatology.com; Sientra, MiraDry; Verrica Pharmaceuticals; Urgo Medical.

Details of accounts lost in

2018: Smith & Nephew, Acticoat, Allevyn-Life, LEAF, Pico

gcgmarketing

GCI Health

200 Fifth Ave, New York, NY 10010

URL: GCIHEALTH.COM

Founded: 1984

Parent Company Name: WPP

Full-time employees: 185 (2018); 125 (2017)

Office Locations: New York, Atlanta, Boston, Chicago, Denver, Los Angeles, Philadelphia, San Francisco, South Florida, Washington D.C., and Toronto

Senior Management: Wendy Lund, CEO; Kristin Cahill, President, North America; Sherry Goldberg, Deputy Director, North America; Alexandra Canale, EVP, NY Market Lead; Jill Dosik, President, Global Scientific Communications & Message Impact; Becky Lauer, EVP, Director of Media; David Chadwick, EVP, Director of Digital & Social Innovation

Recent Executive Hires: + Trey Watkins joined to lead our global public health and corporate responsibility (CR) offering. Trey most recently served as an advisor in the Executive Office of the U.N. Secretary-General, focusing on health policy and strategic partnerships. + Margaret Shubny joined as Executive Vice President to grow the agency's corporate communications offering. She

joined GCI Health from Golin, where she was Executive Director of Healthcare and Burson before that. + Doug Weinbrenner joined as a Senior Vice President leader on our quickly growing Digital team. He joined from Area23 (FCB Health) to help build the agency's core digital strategy offerings. + Eve Zibel joined as a Senior Vice President on our healthcare Media team focusing on consumer health. Most recently Eve was at Weber Shandwick and previously served as a former television producer.

Capabilities/Services Offered: Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

2018 U.S. billings breakdown (%)

2018 professional digital/web/mobile:	10
2018 consumer digital/web/mobile:	30
2018 public relations:	60

AOR Clients: 27 (2018); 20 (2017)

Project-based clients: 42 (2018); 26 (2017)

Number of accounts gained in 2018: 27

Details of accounts resigned in 2018: City of Hope, corporate communications

Greater Than One

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

URL: www.greaterthanone.com

Founded: 2000

Full-time employees: 128 (2018); 115 (2017)

Office Locations: New York San Francisco

Senior Management: Kieran Walsh - President; Amanda Powers-Han - Partner; Ross Thomson - Chief Creative Officer; Pamela Pinta - Partner; John Mahler - Partner

Recent Executive Hires: Ross Thomson - Chief Creative Officer Formerly - Ogilvy Health

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

2018 North American Revenue: \$54,250,000

2018 U.S. billings breakdown (%)

2018 sales materials:	1
2018 professional digital/web/mobile:	27
2018 professional print ads:	1
2018 consumer digital/web/mobile:	61
2018 consumer print ads:	1
2018 consumer broadcast:	1
2018 promotional medical education:	3
2018 direct marketing:	2
2018 public relations:	1
2018 market research/data/analytics:	1

AOR Clients: 16 (2018); 13 (2017)

Project-based clients: 4 (2018); 4 (2017)

Current healthcare/pharma accounts: Grifols, Promius Pharma, Jazz Pharmaceuticals, Portola Pharmaceuticals, NYU, Actelion Pharmaceuticals, Hess, Neurocrine Biosciences, Obagi, Alnylam Pharmaceuticals, Novartis, Merck, Neurelis, Quest Diagnostics, Dr. Reddy's Laboratories, GTG-Unesco, Celgene, Foamix Pharmaceuticals, Almirall, Rhythm Pharmaceuticals

Number of accounts gained in 2018: 3

Details of Accounts Gained: Alnylam Europe (Creative, digital, direct), Obagi (Creative, digital, direct), Foamix Pharmaceuticals (Creative, digital, direct)

GSW

500 Olde Worthington Road, Columbus, OH 43082

URL: <http://gsw-w.com>

Founded: 1977

Parent Company Name: Syneos Health

Full-time employees: 420 (2018); 450 (2017)

Office Locations: Columbus, Ohio; New York City, Los Angeles; Toronto; Montreal; and Philadelphia

Senior Management: Sonja Foster-Storch, President, Advertising, Syneos Health Communications Columbus, Ohio (President Dan Smith and Executive Creative Director Marc Lineveldt); New York City and Los Angeles (President Kim Johnson, Managing Director, Creative and Technology Michael Austin, and Executive Creative Director for GSW-NY Nick Capanear); Toronto and Montreal (President Mark Jazvac and Executive Creative Director Todd Henwood); and Philadelphia (Executive Creative Director Sam Cannizzaro).

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

2018 U.S. billings breakdown (%)

2018 sales materials:	58
2018 consumer digital/web/mobile:	30
2018 consumer print ads:	5
2018 promotional medical education:	3
2018 direct marketing:	4

AOR Clients: 84 (2018); 102 (2017)

Project-based clients: 39 (2018); 56 (2017)

Current healthcare/pharma accounts: GSW secured more than 40 account wins and expanded relationships with key clients, as well as additions in the dermatology, CNS, neurology, cardiovascular, ophthalmology, liver disease, oncology, and medical device spaces. We also saw significant growth in DTC work and our 6th year of consecutive growth in our managed markets business, which included expanding our list of managed market clients to include two new top 10 pharma companies

Number of accounts gained in 2018: 41

Guidemark Health

6 Campus Drive, Parsippany, NJ 7054

URL: Guidemark Health, Inc.

Founded: 2012

Full-time employees: 78 (2018); 104 (2017)

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

Senior Management: Michael Parisi, CEO; James W. Hoblitzell, CFO; Marissa Addalia, Head of Workflow; Chris Cullmann, Head of Innovation and Engagement; Sid Gokhale, Head of Client Experience; Janis Cohen, Head of Medical Communications.

Recent Executive Hires: Chris Cullman, currently Head of Innovation and Engagement at Guidemark Health, previously Head of Digital at Ogilvy CommonHealth Worldwide; Mike Zastrow, PhD, currently VP, Medical Strategy at Guidemark Health, previously Director of Medical Affairs, Scientific Publications, Dermira

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

2018 North American Revenue: \$28,500,000

2018 U.S. billings breakdown (%)

2018 sales materials:	14
2018 professional digital/web/mobile:	15.5
2018 professional print ads:	15
2018 consumer digital/web/mobile:	9
2018 consumer print ads:	3
2018 consumer broadcast:	7
2018 promotional medical education:	19
2018 market research/data/analytics:	17.5

AOR Clients: 5 (2018); 5 (2017)

Project-based clients: 30 (2018); 38 (2017)

Current healthcare/pharma accounts: Actelion Pharmaceuticals, Uptravi, Opsumit, Amgen, Enbrel, Repatha; Astellas Pharma; Atrium Innovations, Pure Encapsulations, Douglas Laboratories; Bayer, Aliqopa, Xofigo (projects); Blueprint Medicines; Boston Biomedical, mBBI608 (Stem Cell Tx); CancerCare (pro bono); Celgene, Oncology/Hematology; Genentech, Lucentis; Gilead Sciences, Filgotinib; GSK, multiple brands and disciplines; Helsinn, Valchlor, Akynzeo; Janssen, JBI Oncology; Mylan, Isosulfan EpiPen; Neurocrine Biosciences, Medical Affairs; PLx Pharma, Pipeline Aspirin Product; Rhodes Pharmaceuticals, Aptensio; Seqirus, Flud, Fucelvax, FludPed, Seqirus Franchise, Afluria, Rapidvax; Shire, Gattex; Takeda, Ninlaro, Pevonedistat; Tocagen, Toca 511, Toca FC; Thermi, ThermiVA, ThermiX; Vertical Pharmaceuticals, Prenatal Vitamin, Osmolex, Divigel; Zoetis, multi-product training module

Number of accounts gained in 2018: 7

Details of Accounts Gained: Atrium Innovations, Pure Encapsulations, Douglas Laboratories; Bayer, Aliqopa, Xofigo (projects); Blueprint Medicines; Helsinn, Valchlor, Akynzeo; Neurocrine Biosciences, Medical Affairs; Takeda Pharmaceutical, Ninlaro, Pevonedistat; Tocagen, Toca 511; Toca FC

Details of accounts lost in 2018: Fresenius Medical Care Renal Therapies Group (moved in-house)

Details of accounts resigned in 2018: miscellaneous project accounts



H4B Boston

10 Summer Street, Boston, MA 2210

URL: h4bboston.com

Founded: 2012

Parent Company Name: Havas Health & You

Office Locations: Boston

Senior Management: Leigh Hartnagel Hatcher, Managing Director; Susan Osterloh, EVP, Creative Director

Recent Executive Hires: Susan Osterloh, EVP, Creative Director

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

AOR Clients: 6 (2018); 5 (2017)

Project-based clients: 10 (2018); 10 (2017)

H4B Catapult

300 American Metro Blvd, hamilton, NJ 8619

URL: h4bcatapult.com

Founded: 2007

Parent Company Name: Havas Health & You

Full-time employees: 120 (2018); 100 (2017)

Office Locations: New Jersey

Senior Management: Tracy Zuto, Associate Managing Director, Executive Creative Director; Jill Beene, Associate Managing Director

Recent Executive Hires: Jill Beene Associate Managing Director; Keith Blood, Director of Client Services

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

AOR Clients: 8 (2018)

Project-based clients: 3 (2018)

Number of accounts gained in 2018: 1

H4B Chelsea

200 Madison Avenue, New York, NY 10016

URL: h4bchelsea.com

Founded: 2004

Parent Company Name: Havas Health & You

Full-time employees: 300 (2018); 300 (2017)

Office Locations: New York, NY

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

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

AOR Clients: 14 (2018)

Project-based clients: 2 (2018)

Number of accounts gained in 2018: 3

Harrison and Star

75 Varick St Fl 6, New York, NY 10013

URL: www.harrisonandstar.com

Founded: 1986

Parent Company Name: Omnicom

Full-time employees: 275 (2018); 430 (2017)

Office Locations: 75 Varick St. 6th Fl New York, NY 10013

Senior Management: Mario Muredda, CEO; Mark Friedman, EVP, Chief Creative Officer; Terese Kung, EVP, Chief Strategy Officer; Michael Sanford, VP, Finance Director; Paulette Robinson, SVP, Director of Operation Services; Meredith D'Alauro, HR Director

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

AOR Clients: 19 (2018); 20 (2017)

Current healthcare/pharma accounts: We currently have 19 active health/pharma clients

The Villages @ Havas Health & You

200 Madison Avenue, New York, NY 10016

URL: havashealthandyou.com

Founded: 2017

Parent Company Name: Havas Health & You

Full-time employees: 500 (2018); 300 (2017)

Office Locations: New York, Boston, Toronto, San Francisco

Senior Management: Cris Morton, President, Hematology/Oncology Village; Jeiran Otmishi, President, Diabetes/Cardiovascular Village; Cheryl Fielding, President, Specialty Village; Leigh Hatcher, President, Rare Disease Village

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

AOR Clients: 15 (2018); 5 (2017)

Havas Health Plus

12 East 36th Street, New York, NY 10016

URL: havashealthplus.com

Founded: 2017

Parent Company Name: Havas Health & You

Full-time employees: 150 (2018); 140 (2017)

Office Locations: New York

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

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

AOR Clients: 10 (2018); 6 (2017)

Project-based clients: 3 (2018); 2 (2017)

Number of accounts gained in 2018: 4

Havas Life Metro

11 East 35th Street, New York, NY 10016

URL: havashealthandyou.com

Founded: 1980

Parent Company Name: Havas Health & You

Office Locations: New York and Chicago

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

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

AOR Clients: 15 (2018); 10 (2017)

Project-based clients: 3 (2018); 2 (2017)

Number of accounts gained in 2018: 9

Havas Media

200 Hudson Street, New York, NY 10013

URL: www.havasmedia.com

Founded: 1999

Parent Company Name: Havas Health & You / Havas Media Group

Office Locations: New York, Boston, Chicago, Miami, San Francisco, Atlanta and Los Angeles

Senior Management: Rich Gagnon, EVP, Managing Director, Havas Health Media; Shane Ankeney, President, Havas Media Group NA & Havas Health Media

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media

planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

AOR Clients: 23 (2018); 21 (2017)

Number of accounts gained in 2018: 2

Havas San Francisco

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

URL: sf.havas.com

Founded: 1996

Parent Company Name: Havas Health & You

Full-time employees: 65 (2018); 45 (2017)

Office Locations: San Francisco

Senior Management: Monette Hagopian, Managing Director Emie Lageson, ECD and Managing Director

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

AOR Clients: 12 (2018); 7 (2017)

Project-based clients: 18 (2018); 13 (2017)

Number of accounts gained in 2018: 7

Havas Tonic

205 Hudson Street, New York, NY 10013

URL: tonic.havas.com

Founded: 1991

Parent Company Name: Havas Health & You

Office Locations: New York, NY

Senior Management: Paul Klein, Managing Director; Phil Silvestri, Managing Director and CCO; Donna Kotronis & Alex Wright, Co-heads Planning and Analytics

Capabilities/Services Offered: Consumer (Rx); OTC/wellness; Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

AOR Clients: 31 (2018); 29 (2017)

Project-based clients: 3 (2018); 3 (2017)

Number of accounts gained in 2018: 2

HCB Health

701 Brazos Suite 1100, Austin, TX 78701

URL: www.hcbhealth.com

Founded: 2001



Full-time employees: 75 (2018); 79 (2017)

Office Locations: Austin, Texas Chicago, Illinois

Senior Management: Kerry Hilton, CEO; Nancy Beesley, President; Francesco Lucarelli, EVP, Managing Director; Amy Hansen, Executive Creative Director; Colin Foster, Chief Digital Officer; Kathie Jones, Chief Financial Officer

Recent Executive Hires: Colin Foster, Chief Digital Officer, formerly of W2O Group Gabriel Cangiano, VP, Group Account Supervisor

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

2018 North American Revenue: \$14,800,000

2018 U.S. billings breakdown (%)

2018 sales materials:	32
2018 professional digital/web/mobile:	23
2018 professional print ads:	17
2018 consumer digital/web/mobile:	16
2018 consumer print ads:	5
2018 consumer broadcast:	5
2018 market research/data/analytics:	2

AOR Clients: 11 (2018); 9 (2017)

Project-based clients: 3 (2018); 4 (2017)

Current healthcare/pharma accounts: Alcon Global, IOLs; Alcon US, IOLs; Aries Pharmaceuticals, Eleview, MBMMX, Aemcolo; Spark Therapeutics, LUXTURNa; ASCRS, Terumo Aortic; Medac Pharma, RASUVO; Mitsubishi Tanabe Pharma, RADICAVA; Revance Therapeutics, RT002 Vetter; Abbott, Neuromodulation; Texas Oncology Texas Center for Proton Therapy; Schumacher Clinical Partners

Number of accounts gained in 2018: 5

Details of Accounts Gained: Spark Therapeutics, LUXTURNa; ASCRS, Terumo Aortic; Revance Therapeutics, RT002; Abbott, Neuromodulation

Details of accounts lost in 2018: Aries Pharmaceuticals, MBMMX

Details of accounts resigned in 2018: GID Merit Medical

Healthcare Success

2860 Michelle, Suite 230, Irvine, CA 92606

URL: healthcaresuccess.com

Founded: 2006

Full-time employees: 23 (2018); 23 (2017)

Office Locations: 2860 Michelle, Suite 230, Irvine, CA 92606

Senior Management: Stewart Gandolf, Creative Director & CEO; Jeff Mancino, Chief Financial Officer; Niki Kaylor, Director of Client Services; Roya Amiri, Director of Operations; Raheim Bundle, Digital Media Manager

Capabilities/Services Offered: Consumer (Rx); Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Public health/non-profit/NGO; Market research/data/analytics

2018 North American Revenue: \$8,175,977

2018 U.S. billings breakdown (%)

2018 sales materials:	3
2018 consumer digital/web/mobile:	50
2018 consumer broadcast:	23
2018 promotional medical education:	5
2018 market research/data/analytics:	19

AOR Clients: 46 (2018); 49 (2017)

Project-based clients: 11 (2018); 16 (2017)

Current healthcare/pharma accounts: Midtown Oral & Maxillofacial Surgery; Tallahassee Perinatal Consultants; Star Valley Medical Center; High Risk Pregnancy Center; The Performance Center; California Center for Reproductive Medicine; Northern Edge Physical Therapy; Texas Nerve & Paralysis Institute; Texas Neurosurgery; Midwest Vein Center; Premier Vein & Vascular; Greater Tri Cities IPA; Nobel AMA IPA; Vein Guys; General Vascular Surgery Medical Group; South Florida Vascular; Star Medical Family Practice; Modern Vascular; Center for Integrative Medicine; Bio-Vital Men's Clinic; Alpine Recovery Lodge; Dr. John Baker; Health Care Navigator; Pro-Motion Physical Therapy; Stat Medical Family Practice; Adriatica Women's Health; Bay Area Physician's for Women; Beltre Bariatrics; Calcagno & Rossi Vein Treatment Center; Carolina Vein Specialists; Maryland Vein Professionals; Pomona Valley Hospital Medical Center; Regional Cancer Care Associates; Reproductive Gynecology; Roserance; Summit OB GYN; SynergenX Health & Wellness Clinic; The Hemreid Center; Trinidad IVF; Alpha Med; Amarillo Hair Restoration Center; Carolina Allergy & Asthma; Certis Oncology Solutions; Huron Regional Medical Center; Dr. Kristi Vaughn; Highland Center for Orthopedics; Lone Star Vein Center; Mathews Dental; Medvantage Resources; Mountain View Medical Center; North Texas Surgical & Oncology Associates; Oculus Plastic Surgery; Plastic Surgery Associates; RJ Clinical Institute; Simmons Plastic Surgery; Princeton Radiation Oncology; Eye Specialists of Louisiana

Number of accounts gained in 2018: 32

Details of Accounts Gained: Midtown Oral & Maxillofacial Surgery; Tallahassee Perinatal Consultants; Coastal Empire Orthopedics; CHA Fertility Center; Star Valley Medical Center; Mill Creek Select; High Risk Pregnancy Center; The Performance Center; California Center for Reproductive Medicine; Northern Edge Physical Therapy; Texas Nerve & Paralysis Institute; KellerLife; Texas Neurosurgery; Midwest Vein Center; Imagen Vitality Center; Premier Vein & Vascular; Greater Tri Cities IPA; Nobel AMA IPA; Vein Guys; General Vascular Surgery Medical Group; South Florida Vascular; Southern California University of Health Sciences; Jena Medical Group; True Coverage; Star Medical Family Practice; Modern Vascular; Center for Integrative Medicine; Bio-Vital Men's Clinic; Alpine Recovery Lodge; Dr. John Baker; Health Care Navigator; Pro-Motion Physical Therapy; Stat Medical Family Practice

Details of accounts lost in 2018: Gilvydis Vein Clinic; Alaska Family Sonograms; Chicago Vein Institute; Gastroenterology Associates of San Antonio; Kofinas Fertility Group; Nissman & Salin Oral; Pain Treatment Center; South Texas Renal Care Group; Tyler Hematology Oncology; CHA Fertility Center; Cutting Edge Integrative Pain Centers; ENT of Georgia South; KellerLife; Advanced Bariatric & Surgical Specialists; Affirmativ Health; All Cape Gynecology; Eagles Landing Family Practice; Jena Medical Group; Lumen Care Center; Mill Creek Select; Round Rock Cardiology; Tallahassee Perinatal Consultants; Yale School of Medicine; Zogg Dermatology; True Coverage

Details of accounts resigned in 2018: Adriatica Women's Health; Alpha Med Cancer Center; Amarillo Hair Restoration Center; Austin Retina Associates; Bay Area Physicians for Women; Beach Cities Vein & Laser; Boston Pain Care; Calcagno & Rossi Vein Treatment Center; Carolina Vein Specialists; Family Surgical & Vein; Highland Center for Orthodontics;

Huron Regional Medical Center; Lone Star Vein Center; Mathews Dental; Medvantage Resources; Neurosurgery & Spine Consultants; North Texas Surgical Oncology Associates; Oculus Plastic Surgery; Plastic Surgery Associates; Pomona Valley Hospital Medical Center; Regional Cancer Care Associates; Reproductive Gynecology Inc; Right Path Pain & Spine Centers; RJ Clinical Institute; Rosecrance Health Network; Summit OBGYN; SynergenX Health; The Hernreid Center for Medical Weight Loss; Trinidad IVF; Vein Guys; Maryland Vein Professionals;

HealthWork

1285 Avenue of the Americas, New York, NY 10019

URL: www.healthworkny.com

Founded: 2011

Parent Company Name: Omnicom

Full-time employees: 45 (2018); 45 (2017)

Office Locations: New York, San Francisco

Senior Management: Denise Henry—Associate Partner, Managing Director HealthWork; Chris Palmer—President, CDM NY; Kirsten Flanik—President & CEO, BBDO NY

Recent Executive Hires: Joanna Ruiz—SVP Senior Director, from Energy BBDO

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Market research/data/analytics

AOR Clients: 9 (2018); 9 (2017)

Number of accounts gained in 2018: 4

Heartbeat

1675 Broadway, New York, NY 10019

URL: <https://www.weareheartbeat.com>

Founded: 1998

Parent Company Name: Publicis Groupe

Full-time employees: 220 (2018); 220 (2017)

Office Locations: New York City, NY Los Angeles, CA

Senior Management: Nadine Leonard, Co-President, Executive Planning Director; James Talerico, Co-President, Executive Creative Director; Jennifer Campanaro, EVP, General Manager; Janelle Starr, EVP, Marketing; Lisa Varshney, EVP, Strategic Capabilities; Lee Slovitt, EVP, Relationship Lead; Kimberly Romagnola, EVP, Relationship Lead; Dan Daley, EVP, Relationship Lead

Recent Executive Hires: We welcomed 25-year industry veteran Kimberly Romagnola into the role of Relationship Lead, where she is uniting brand leaders and internal teams in their work on brands in the oncology and cardiology spaces. We also welcomed 20-year industry veteran Karin Cook into the role of SVP, Medical Content Strategy. Karin is a seasoned creative leader and medical strategist, with a strong specialization in Neurology. And finally, Heartbeat also added to its vast medical expertise by welcoming Madhuri Fletcher, PhD as our SVP, Medical Director.

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate

practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

AOR Clients: 14 (2018); 12 (2017)

Project-based clients: 2 (2018); 2 (2017)

Current healthcare/pharma accounts: AcetRx Pharmaceuticals, Dsuvia, Zalviso; Antares Pharma, Xyosted; Bayer, Mirena, Kyleena; Edwards Lifesciences, Sapien 3 Ultra; Genentech, Ocrevus; Sunovion Pharmaceuticals, Aptiom, Alvesco, Arcapta, Brovana, Seebri, Utibron

Number of accounts gained in 2018: 7

Details of Accounts Gained: Antares, Xyosted; Bayer, Mirena, Kyleena; Edwards Lifesciences, Sapien 3 Ultra; Sunovion Pharmaceuticals, Aptiom

Details of accounts lost in 2018: AMAG Pharmaceuticals, Makena

Hill Holliday Health

53 State Street, FL 33, Boston, MA 2109

URL: <https://www.hhcc.com/health>

Founded: 2007

Parent Company Name: Interpublic Group of Companies

Full-time employees: 140 (2018); 120 (2017)

Office Locations: New York, NY Boston, MA

Senior Management: Karen Kaplan, Chairman & CEO, Hill Holliday Group; Scott Rabschnuk, Managing Director - Healthcare Practice; David Leonardi, EVP, Executive Creative Director; Joanie Golden, EVP, Group Account Director; Scott Simpson, EVP, Group Strategy Director; Lauren Herman, SVP, Group Creative Director; Mariusz Pisarek, SVP, Group Account Director; Tom Katzenmeyer, SVP, Account Operations

Recent Executive Hires: Josephine Wong, SVP, Strategy - Previously, SVP Solutions Lead, RAPP; VP/Director Marketing Strategy & Analysis, DraftFCB

Capabilities/Services Offered: Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/nonprofit/NGO; Market research/data/analytics

AOR Clients: 24 (2018); 17 (2017)

Project-based clients: 3 (2018); 2 (2017)

Current healthcare/pharma accounts: ALK, ODACTRA; Harvard Pilgrim HealthCare: Consumer and B2B assignments; Johnson & Johnson Janssen Division: 2 Consumer assignments; Novartis: 11 Consumer assignments; Optum: Corporate brand and B2B assignments

Number of accounts gained in 2018: 4

Details of Accounts Gained: ALK, ODACTRA; Novartis, 3 Consumer assignments; Optum, Corporate brand and B2B assignments; Smith & Nephew, Corporate brand project

Details of accounts lost in 2018: Ironwood Pharmaceuticals, DUZALLO; Partners Healthcare, Corporate Media, Brigham and Women's Hospital

Huntsworth Health

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

URL: www.hhealth.com

Founded: 2002



Parent Company Name: Huntsworth PLC

Full-time employees: 1085 (2018); 570 (2017)

Office Locations: New York, NY; Yardley, PA; Philadelphia, PA; Chicago, IL; San Francisco, CA; Los Angeles, CA; Boston, MA; Princeton, NJ

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

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

2018 North American Revenue: \$154,000,000

2018 U.S. billings breakdown (%)

2018 sales materials:	5
2018 professional digital/web/mobile:	15
2018 professional print ads:	9
2018 consumer digital/web/mobile:	20
2018 consumer print ads:	5
2018 consumer broadcast:	10
2018 promotional medical education:	10
2018 direct marketing:	5
2018 public relations:	7
2018 market research/data/analytics:	8
2018 mar-tech/ad-tech:	6

Imre

909 Ridgebrook Road, Suite 300, Sparks, MD 21152

URL: www.imre.com

Founded: 1993

Full-time employees: 69 (2018); 33 (2017)

Office Locations: 60 Broad Street, Suite 3600B, New York, NY 10004
6100 Wilshire Blvd, Suite 360, Los Angeles, CA 90048
909 Ridgebrook Road, Suite 300, Sparks, MD 21152

Senior Management: David Imre, Partner & CEO; Jeff Smokler, President, imre Health; Mark Eber, Partner & President; Crystalyn Stuart, Partner; Ryan Jordan, SVP, Executive Creative Director; Brian Simmons, SVP Marketing & Business Development; Kirsty Whelan, VP Strategy & Insights; Yueh Fang Feng, Creative Director, imre Health; Sarah Dembert, VP, imre Health; Lindsay Hughes, VP, imre Health; Lindsay McGettigan, VP, Social Marketing, imre Health; Cara Peckens, VP Social Marketing, imre Health

Recent Executive Hires: Yueh Fang Feng, Creative Director; Jessica Kapustin, VP, imre Health; Lindsay McGettigan, VP imre Health

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Market research/data/analytics

2018 North American Revenue: \$11,450,000

2018 U.S. billings breakdown (%)

2018 consumer digital/web/mobile:	75
2018 public relations:	25

AOR Clients: 10 (2018); 10 (2017)

Project-based clients: 12 (2018); 2 (2017)

Current healthcare/pharma accounts: AMAG Pharmaceuticals, Corporate, Intrarosa, Vyleesi, AstraZeneca, Bydureon, Calquence, Crestor, Farxiga, Fasenna, Nexium, Bausch + Lomb, Ultra, BioTrue One Day, Corporate, Pfizer: Relpax, PT010, Symbicort, Unbranded Oncology, PTC Therapeutics, Corporate, SOBI, Synagis, Zoetis, Corporate, Zoetis PetCare Program

Number of accounts gained in 2018: 12

Details of Accounts Gained: AbbVie, Corporate, AMAG Pharmaceuticals, Corporate, Vyleesi, AstraZeneca, Calquence, CXI, Global, Imfinzi, Unbranded Oncology ; PTC Therapeutics, Corporate ; Zoetis, Zoetis Petcare Program

Details of accounts lost in 2018: Bristo-Myers Squibb, Opdivo

Intouch Solutions

7045 College Blvd Suite 300, Overland Park, KS 66211

URL: agencyofmore.com

Founded: 1999

Full-time employees: 842 (2018); 652 (2017)

Office Locations: ■ Overland Park, KS ■ Chicago, IL ■ New York, NY ■ Boston, MA

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

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

2018 North American Revenue: \$140,000,000

2018 U.S. billings breakdown (%)

2018 sales materials:	6
2018 professional digital/web/mobile:	30
2018 professional print ads:	4
2018 consumer digital/web/mobile:	35
2018 consumer print ads:	4
2018 consumer broadcast:	8
2018 direct marketing:	4
2018 market research/data/analytics:	9

AOR Clients: 23 (2018); 16 (2017)

Project-based clients: 19 (2018); 18 (2017)

Current healthcare/pharma accounts: We work with 41 clients serving 178 brands.

Number of accounts gained in 2018: 35

Invivo Communications

60 Atlantic Ave, Toronto, ON M6K 1X9

URL: <https://invivo.com/>

Founded: 1998

Full-time employees: 90 (2018); 70 (2017)

Office Locations: 60 Atlantic Ave, Toronto, ON

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

Recent Executive Hires: Nicky Saldanha, VP of Business Development, Previous - Phonak

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

2018 North American Revenue: \$15,000,000

2018 U.S. billings breakdown (%)

2018 sales materials:	10
2018 professional digital/web/mobile:	50
2018 consumer digital/web/mobile:	10
2018 promotional medical education:	30

AOR Clients: 3 (2018); 2 (2017)

Project-based clients: 18 (2018); 15 (2017)

Current healthcare/pharma accounts: Amgen, AMAG, Celgene, Eli Lilly, EMD Serono, Gilead Sciences, Medtronic, Merck, Novartis, Pfizer, Sunovion Pharmaceuticals, Stryker, Siemens, Takeda, Tesaro

Number of accounts gained in 2018: 3

Details of Accounts Gained: Pfizer, Sanofi Genzyme, Sunovion Pharmaceuticals, Takeda

Details of accounts resigned in 2018: Alcon

JPA Health

1101 Connecticut Avenue, NW, Suite 600, Washington, DC 20036

URL: www.jpah.com

Founded: 2007

Full-time employees: 47 (2018); 38 (2017)

Office Locations: Washington, DC Boston, MA

Senior Management: Carrie Jones, Principal; Michael O'Brien, Managing Director; Diane Wass, Managing Director; Stephen Piotrowski, Managing Director; Ken Deutsch, EVP, Research & Analytics; Julien Jarreau, EVP, Creative Director

Recent Executive Hires: Stephen Piotrowski, Managing Director, H4B Boston (Havas); Julien Jarreau, EVP, Creative Director, H4B Boston (Havas)

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

2018 North American Revenue: \$10,115,771

2018 U.S. billings breakdown (%)

2018 professional digital/web/mobile:	20
2018 professional print ads:	5
2018 consumer digital/web/mobile:	20



AD DESCRIPTION: Many patients with chronic kidney disease (CKD) are afflicted by gout, but their false beliefs informed by antiquated myths about gout prevent them from discussing it and seeking treatment. Our awareness campaign seeks to change the patient mindset by confronting the emotional block to seeking treatment.

WHY IS YOUR AD SPECIAL? It's rare that centuries-old myths inform current medical knowledge. But that's the problem with gout, also known as "the king's disease." The stigma drives devastating guilt, which leads to patients suffering in silence. 'Goutful' was developed to help debunk those deeply-ingrained myths about gout.

2018 consumer print ads:	5
2018 promotional medical education:	10
2018 public relations:	30
2018 market research/data/analytics:	10

AOR Clients: 16 (2018); 15 (2017)

Project-based clients: 16 (2018); 15 (2017)

Current healthcare/pharma accounts: Ayala Pharmaceuticals, AL101/AL102; Epizyme, tazemetostat; ExeGI Pharmaceuticals, Visbiome; Milestone Pharmaceuticals, etipamil; Neumentum, NTM-001; OBP Medical, HER-SPEC; Orphazyme, arimoclomol; Sanofi Genzyme, Dupixent; Intuitive Pharma, da Vinci; Genomic Health, Oncotype DX; OncoSec Medical, TAVO+, Atomwise, AtomNet; EMD Serono, sprifermin; Serenity Pharmaceuticals, Noctiva; ViV Healthcare, Triumeq

Number of accounts gained in 2018: 24

Details of Accounts Gained: Advantagene, GCMI; Atomwise, AtomNet; Avadel Pharmaceuticals / Serenity Pharmaceuticals, Noctiva; Ayala Pharmaceuticals, AL101/AL102; Emergent BioSolutions, Portfolio; EMD Serono, sprifermin; Novellus, mRNA; Orphazyme, arimoclomol; Sanofi Genzyme, Dupixent; Tenaya Therapeutics, iPSC-derived cardiomyocytes; Guerbet, women's health; Somna Therapeutics, Reflux Band; OBP Medical, HER-SPEC; DMI; The Leapfrog Group; Hospital Safety Grade; David & Lucille Packard Foundation, Children, Families and Communities; Pritikin Longevity Center; United States Pharmacopeia (USP); StayWell Guam Diabetes Foundation; Society of Dermatology Physician Assistants; The Physicians Foundation; International Association for the Study of Lung Cancer; National Commission on Certification of Physician Assistants

Details of accounts lost in 2018: Chiasma Pharma, Mycapssa, MimiVax, SurVaxM; NeuroDerm, ND0612; Phytects, PECS-101a; Infraredx, Makoto Imaging System; International Association for the Study of Lung Cancer



HEALTH COMMUNICATIONS



Juice Pharma Worldwide

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

URL: www.juicepharma.com

Founded: 2002

Full-time employees: 80 (2018); 143 (2017)

Office Locations: New York San Francisco

Senior Management: Forrest King, Founding Partner; Lynn Macrone, Founding Partner

Recent Executive Hires: Art Chavez, Chief Client Officer (The Bloc); Dave Mihalovic, EVP, Experience & Innovation (Evoke)

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

2018 North American Revenue: \$30,000,000

2018 U.S. billings breakdown (%)

2018 sales materials:	20
2018 professional digital/web/mobile:	20
2018 professional print ads:	5
2018 consumer digital/web/mobile:	25
2018 consumer print ads:	10
2018 consumer broadcast:	10
2018 promotional medical education:	5
2018 market research/data/analytics:	5

AOR Clients: 9 (2018); 9 (2017)

Project-based clients: 1 (2018); 11 (2017)

Number of accounts gained in 2018: 4

Details of Accounts Gained: Alkermes; Astellas Pharma/Pfizer; Dermira; Novartis

The Kinetix Group

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

URL: thekinetixgroup.com

Founded: 1997

Full-time employees: 65 (2018); 63 (2017)

Office Locations: New York, NY Caldwell, NJ New Orleans, LA Dublin, Ireland

Senior Management: John Strapp, Jr., Co-Founder and Chairman; Sarah McNulty, Co-Founder and President; Danny Porreca, Chief Financial Officer; JP Strapp, Managing Director; Merissa Oliver, Senior Vice President; Anna Thomas, Vice President; Rachna Pawar, Vice President; Liz Lucas, Vice President; Len Fromer, MD, Executive Medical Director

Capabilities/Services Offered: Professional (marketplace/sales); Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

2018 North American Revenue: \$16,400,000

2018 U.S. billings breakdown (%)

2018 sales materials:	80
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2018 professional digital/web/mobile:	5
2018 professional print ads:	2
2018 consumer digital/web/mobile:	2
2018 direct marketing:	4
2018 public relations:	3
2018 market research/data/analytics:	4

AOR Clients: 8 (2018); 4 (2017)

Project-based clients: 16 (2018); 14 (2017)

Number of accounts gained in 2018: 6

Klick Health

175 Bloor Street East, North Tower, Suite 300, Toronto, ON M3H1E2

URL: klick.com

Founded: 1997

Full-time employees: 742 (2018); 702 (2017)

Office Locations: New York, NY Toronto, Canada

Senior Management: Leerom Segal, Co-Founder and CEO; Aaron Goldstein, Co-Founder and COO; Lori Grant, President; Glen Webster, CFO; Glenn Zujew, EVP, Creative and Medical; Brian O'Donnell, EVP, Interactive Services; Cam Bedford, EVP Marketing Strategy & Activation; Holly Henry, Chief Medical Officer; Alec Melkonian, SVP, Sales & Client Services; Leslie Jamison, SVP, Brand Strategy; Keith Liu, SVP, Products & Innovation; Heidi Forman, Managing Director; Greg Rice, Managing Director; Ari Schaefer, Managing Director; Darrell deBoer, Managing Director; Joan Bercovitz, Managing Director

Recent Executive Hires: Joseph Barbagallo, SVP, Medical Strategy; Michael Lieberman, SVP, Medical Science; Jorge Durand, VP, Medical Strategy; Deirdre McGarrigle, VP, Medical Strategy; Susanne Bobadilla VP, Medical Strategy; Serena Stanley, VP, Program Director; Casey McCann, Director, Value, Access & Reimbursement; Kimberly Varady, Creative Director; Tom Lyon, Creative Director; Hallie Fenton, Creative Director; Jillian Baum, Creative Director; Mark Scott, Creative Director; Nando Gabriele, Sr Director, Studio Operations

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

2018 North American Revenue: \$287,000,000



Klick Health

Lanmark360

804 Broadway, West Long Branch, NJ 7764

URL: www.lanmark360.com

Founded: 1977

Full-time employees: 37 (2018); 37 (2017)

Office Locations: 804 Broadway, West Long Branch, NJ 07764

Senior Management: Howard Klein, President Danielle Avalone, Vice President of Account Services

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media

planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

2018 North American Revenue: \$10,500,000

2018 U.S. billings breakdown (%)

2018 sales materials:	12
2018 professional digital/web/mobile:	35
2018 professional print ads:	5
2018 consumer digital/web/mobile:	5
2018 consumer print ads:	8
2018 promotional medical education:	5
2018 direct marketing:	6
2018 public relations:	18
2018 market research/data/analytics:	6

THE OR IS NO PLACE FOR AN OTC.

Choose Cetacaine - the only Rx single use topical anesthetic spray indicated for gag reflex

Clinically proven more effective than Benzocaine.*

1 PATIENT BOTTLE

Cetacaine®
Topical Anesthetic Spray
Benzocaine 10%, levamisole 0.5%, benzalkonium chloride

Single-patient use eliminates potential for multi-use cross contamination.

CETYLITE®

Cetylite.com

CAMPAIGN PRODUCT DESCRIPTION: Every product in the operating room should be chosen for the excellence it brings to each clinical application. The new campaign for Cetacaine targeted hospital procurement and challenged them to think beyond minor cost savings when using anything less than the prescription standard-of-care for gag reflex suppression.

AOR Clients: 7 (2018); 8 (2017)

Project-based clients: 11 (2018); 18 (2017)

Current healthcare/pharma accounts: Amabrush; American Academy of Periodontology; Bausch Health; Cetylite; Colgate-Palmolive; Convergent Dental Crosstex; Dental Lifeline Network; Dentsply Sirona; Evodent; GC America; Hiossen Implant; Jar of Hope; Novo Nordisk; Orahealth; Ossio; Prisyne; ProLabs Solutions;

Number of accounts gained in 2018: 7

Details of Accounts Gained: Dental Lifeline Network; Prisyne; Evodent; Crosstex International; Worth Finance; Ossio; Healthhelp-WNS

Details of accounts lost in 2018: Brasseler; Darby Dental Supply

Details of accounts resigned in 2018: Brasseler; Darby Dental Supply

Lanmark360

LaVoieHealthScience

1 Thompson Square, Suite 503, Boston, MA 2129

URL: www.lavoiehealthscience.com

Founded: 2001

Full-time employees: 11 (2018); 10 (2017)

Office Locations: Boston, MA

Senior Management: Donna L. LaVoie—President & CEO; Douglas Russell—Senior Vice President & General Manager; Sharon Correia—Senior Vice President, Integrated Communications; Sharon Choe—Senior Vice President, Investor Relations & Business Development; Ella Deych—Vice President, Finance & Operations; Paul Sagan—Assistant Vice President, Investor Relations & Corporate Communications; Lisa DeScenza—Assistant Vice President, Integrated Communications

Recent Executive Hires: Douglas Russell—Senior VP & General Manager ■ Previously: MSLGroup, Senior Vice President and Health IT Practice Leader Sharon Choe—Senior VP, Investor Relations & Business Development ■ Previously: The Ruth Group, Senior Vice President

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech

2018 North American Revenue: \$2,865,365

2018 U.S. billings breakdown (%)

2018 public relations:	100
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AOR Clients: 14 (2018); 11 (2017)

Project-based clients: 1 (2018); 4 (2017)

Current healthcare/pharma accounts: AC Immune SA, Corporate PR; Biotechnology Innovation Organization, IR; Carmell Therapeutics, Corporate IR & PR; Emmaus Health, Corporate PR; Genosco, Corporate PR; Landos Biopharma, Corporate PR & IR; LEO Science & Tech Hub, Division PR; Nanobiotix, Corporate PR; NewLink Genetics, Corporate IR & PR; Newron Pharmaceuticals, Corporate PR & IR; Pathmaker Neurosystems, Corporate PR; Scioto Biosciences, Corporate PR; SIRION Biotech GmbH, Corporate PR & IR; Symbiotix Biotherapies, Corporate PR; Triumvira Immunologics, Corporate PR; Xontogeny, Corporate PR & Executive Communications

Number of accounts gained in 2018: 10

Details of Accounts Gained: Affimed SA, Corporate PR; Nanobiotix, Corporate PR; AC Immune SA, Corporate PR; Carmell Therapeutics, Corporate PR & IR; Genosco, Corporate PR; Emmaus Health, Corporate PR; Pathmaker Neurosystems, Corporate PR; Scioto Biosciences, Corporate PR; Symbiotix Biotherapies, Corporate PR; Triumvira Immunologics, Corporate PR

Details of accounts resigned in 2018: Affimed SA, Corporate PR

LevLane

The Wanamaker Building 100 Penn Square East, Suite 1101 N, Philadelphia, PA 19107



URL: LevLane.com

Founded: 1984

Full-time employees: 65 (2018); 56 (2017)

Office Locations: Philadelphia Boston Las Vegas



DESCRIPTION OF ASSET: As the official orthopaedic partner of the Eagles, Phillies, Flyers, and Sixers, Rothman Orthopaedics at Jefferson Health treats some of the best athletes in the world. But they also treat grandmas, firefighters, construction workers, and weekend warriors, and when you're treated like the pros—you'll celebrate like the pros. In Celebrate Like The Pros, we captured this excitement with a series of everyday folks emulating the iconic sports celebrations of the pro athletes treated by these very same doctors. Because yeah, winning is awesome, but your first day without pain—now that's something to celebrate.

Senior Management: Bruce Lev, Co-Founder, Chief Creative Officer; Timmy Garde, Chief Innovative Leader; David Huehnergath, EVP, Director of Strategic Engagement; Liz Wier, SVP, Director of Content, Social, and PR; Drake Newkirk, SVP, Creative Director Digital; Kevin Dunn, SVP, Strategy and Client Engagement; Gina Gattis, Account Manager, Life Sciences; Sarah Rogers, Controller

Recent Executive Hires: Liz Wier SVP, Director of Content, Social, and PR; Sarah Rogers, Controller; Gabrielle Costello, Supervisor, Content, PR & Social; Dani Hawley, SEO Director; Megan Hegarty, Director, Digital Services

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

2018 North American Revenue: \$10,000,000

2018 U.S. billings breakdown (%)

2018 sales materials:	45
2018 professional digital/web/mobile:	45
2018 public relations:	10

AOR Clients: 16 (2018); 13 (2017)

Project-based clients: 14 (2018); 8 (2017)

Current healthcare/pharma accounts: Agile Therapeutics—Corporate, Twirla@; AtlantiCare—Corporate; Bayada Home Health Care—Corporate, Brand Strategy; Beck Institute for Cognitive Behavior Therapy—Corporate; BioReference Laboratories—Corporate, 4Kscore, GenPath, GeneDx; Cano Health - Corporate; Capital Heath - Corporate, Brand

Strategy; Cardiology Consultants of Philadelphia—Corporate; Clover Health—Corporate, Brand strategy; DASH Pharmaceuticals—Corporate, Various Products; Eagle Pharmaceutical - Corporate, RYANOIDEX®, Bendamustine; Genomind—Corporate, Genomind® Genecept Assay®, Mindful DNA™; Holy Redeemer Health System—Corporate; Jefferson Comprehensive Concussion Center—Corporate, Brand Strategy; Kennedy Health—Corporate Lannett Company—Corporate, Various Brands; New Bolton Center Hospital - Corporate; Regional G—Corporate, Brand Strategy; Rothman Institute - Corporate, Brand Strategy; Rothman Orthopaedic Specialty Hospital - Corporate, Brand Strategy; Senior Living Communities and CCRCs Nationwide - Corporate, Brand Strategy

Number of accounts gained in 2018: 7

Details of Accounts Gained: BioReference Laboratories, Capital Heath, Clover Health, Genomind, Lannett Company, Regional GI

Details of accounts resigned in 2018: Ilera Healthcare Bayada



LiveWorld

4340 Stevens Creek Blvd STE 101, San Jose, CA 95129

URL: www.liveworld.com

Founded: 1999

Full-time employees: 76 (2018); 89 (2017)

Office Locations: San Jose, CA New York, NY

Senior Management: Peter Friedman, Co-Founder & Chief Executive Officer; David Houston, Chief Financial Officer; Martin Bishop, VP of Client Services; Dawn Lacallade, Chief Strategist; Jena Dengrove, VP & Creative Director; Jason Liebowitz, VP New Business Development; Jason Kapler, VP of Marketing; Frank Chevallier, VP of Software Products;

When I was growing up

Elisa
Living with hypothyroidism

USE AND IMPORTANT SAFETY INFORMATION

USE
SYNTHROID® (levothyroxine sodium) tablets, for oral use is a prescription, man-made thyroid hormone that is used to treat a condition called hypothyroidism. It is meant to replace a hormone that is usually made by your thyroid gland. Generally, thyroid replacement treatment is to be taken for life. SYNTHROID should not be used to treat

AD DESCRIPTION: In an effort to combat generics, AbbVie launched a social media presence to boost preference for Synthroid the #1 branded drug for hypothyroidism, a condition where the thyroid gland doesn't make enough thyroxine. The campaign uses a combination of condition awareness content and treatment education informing how and when patients can use Synthroid effectively.

WHAT MAKES IT SPECIAL: With in-depth experience in social media for healthcare, LiveWorld built a campaign leveraging the understanding that patient experience is driven by conversations. Utilizing patient storytelling content, Synthroid uses a trusted voice to educate patients on symptoms, treatment options, and how to receive branded Synthroid.

Lisa Sutton, Chief Nurse, Clinical Operations

Recent Executive Hires: Jena Dengrove, VP & Creative Director; Lisa Sutton, Chief Nurse, Clinical Operations

Capabilities/Services Offered: Consumer (Rx); OTC/wellness; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Market research/data/analytics

2018 North American Revenue: \$4,325,867

2018 U.S. billings breakdown (%)

2018 professional print ads:	85
2018 public relations:	7
2018 market research/data/analytics:	5
2018 mar-tech/ad-tech:	3

AOR Clients: 64 (2018); 64 (2017)

Current healthcare/pharma accounts: AbbVie (12), AS1(Ankylosing Spondylitis), PsoriasisSpeaks, StartswithSkin, NoBSAboutHS.com (Hidradenitis Suppurativa), AbbVie Corporate, Canada Corporate, Humira Complete Answers, SpeakEndo.com, Orilissa, TakeonEndo, Synthroid & Face HepC; AMAG Pharmaceuticals (1), Intrarosa; Amgen/Novartis (2), Aimovig, SpeakYourMigraine; AstraZeneca (8), Crestor, Nexium, Tagrisso, Farxiga, Protect Little Lungs, e-Asthma. Save Your Breath & The 4th Shift; Bristol-Myers Squibb (4), BMS Corporate, Discover I-O, BMS Immuno-Oncology & Orenicia; Cancer Treatment Centers of America (1) Consumer Healthcare Products Association (1) Cord Blood Registry (1) Pfizer (19), Advil Cold & Allergy, Advil, Caltrate, Centrum, Chapstick, Children's Advil, Emergen-C, Imedeen, Nexium24HR, Meet Meningitis, Preparation H, Robitussin, Story Half Told (Cancer), Thermacare, Know Pneumonia (Prevnar 13), Our Hemophilia Community, HemMobile & AcroTracker, Get Old & Pfizer Corporate Rite Aid (1) Zoetis (14), APOQUEL, Catisphere (Feline Revolution), The Pet Effect, Corporate, Cerenia, Convenia, Cytopoint, Dironan, K-9 Courage, Proheart 6, Canine Revolution, Rimadyl, Sileo & Simparica,

Number of accounts gained in 2018: 7

Details of Accounts Gained: AbbVie: Canada, Humira Complete Answers, Orilissa, Synthroid AMAG Pharmaceuticals: Intrarosa Amgen/Novartis: Aimovig, SpeakyourMigraine BMS- Orenicia Cord Blood Registry RiteAid Zoetis: Vet programs, EMEA

Details of accounts lost in 2018: Shire



Maricich Health

18201 McDermott West, Suite A, Irvine, CA 92614

URL: www.maricich.com

Founded: 1986

Full-time employees: 25 (2018); 25 (2017)

Office Locations: Irvine, CA

Senior Management: David Maricich, President & COO; Debbie Karnowsky, Executive Creative Director; Michael Shudak, CFO; Scott Littlejohn, Creative Director; Cameron Young, Creative Director; Julian Hernandez, Account Director; Megan Klute, Sr. Account Manager

Recent Executive Hires: Michael Shudak, CFO—from DGWB/Amusement Park

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

or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

2018 North American Revenue: \$11,200,000

2018 U.S. billings breakdown (%)

2018 sales materials:	4
2018 professional digital/web/mobile:	4
2018 professional print ads:	4
2018 consumer digital/web/mobile:	17
2018 consumer print ads:	17
2018 consumer broadcast:	26
2018 promotional medical education:	4
2018 direct marketing:	6
2018 public relations:	6
2018 market research/data/analytics:	6
2018 mar-tech/ad-tech:	6

AOR Clients: 6 (2018); 6 (2017)

Project-based clients: 2 (2018); 5 (2017)

Current healthcare/pharma accounts: L.A. Care Health Plan; Santa Clara Valley Medical Center; Western Dental; Praxis Medical Group; Experian Health; Beckman Coulter; MemorialCare Innovation Fund; Edward-Elmhurst Health

Number of accounts gained in 2018: 3

Details of Accounts Gained: Praxis Medical Group -Experian Health -Beckman Coulter

Details of accounts lost in 2018: We didn't technically "lose" any clients, but projects have been completed or pulled back by: -Tenet Health -Bausch + Lomb -Alignment Healthcare

The Matchstick Group

405 W Coleman Boulevard, Mt Pleasant, SC 29464

URL: www.thematchstickgroup.com

Founded: 2011

Full-time employees: 3 (2018); 2 (2017)

Office Locations: Charleston, SC

Senior Management: Melissa Wildstein, President

Capabilities/Services Offered: Professional (marketplace/sales); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Market research/data/analytics

2018 North American Revenue: \$665,000

2018 U.S. billings breakdown (%)

2018 sales materials:	60
2018 professional digital/web/mobile:	20
2018 professional print ads:	10
2018 market research/data/analytics:	10

Project-based clients: 5 (2018); 4 (2017)

Current healthcare/pharma accounts: AngioDynamics; Becton Dickinson; SomaTx Design; Surgical Specialties; Teleflex Medical; Vancive Medical Technologies

Number of accounts gained in 2018: 1

Details of Accounts Gained: Teleflex Medical



McCann Health

622 Third Avenue, New York, NY 10017

URL: www.mccannhealth.com

Founded: 1996

Parent Company Name: McCann Worldgroup and IPG

Full-time employees: 797 (2018); 750 (2017)

Office Locations: New York, NY (McCann Health New York, Consulting at McCann Health) Parsippany, NJ (McCann Health New Jersey) Mountain Lakes, NJ (McCann Health Echo) Mountain Lakes, NJ (McCann Health Managed Markets) San Francisco, CA (McCann Health) Toronto, Canada (McCann Health Canada) Montreal, Canada (McCann Health Canada) New York, NY (Caudex) Radnor, PA (CMC Connect) Chicago, IL (Complete HealthVizion, CHV) Hackensack, NJ (CMC Affinity) Toronto, Canada (Caudex)

Senior Management: Amar Urhekar, President, North America; Hilary Gentile, Chief Strategy Officer; Mike Lawlor, CFO, North America; Dawn Serra, Regional Director, Talent, North America

Recent Executive Hires: Marcia Goddard, President, McCann Health New Jersey; Andrew Chamlin, Chief Marketing Officer, North America (previously, CMO, New York); Matt Eastwood, Global Chief Creative Officer (formerly Worldwide CCO, JWT)

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

AOR Clients: 75 (2018)

Project-based clients: 25 (2018)

Current healthcare/pharma accounts: Trevena, Genentech, Regeneron Pharmaceuticals, Sunovion Pharmaceuticals, Actelion Pharmaceuticals, Bioverativ, Celgene, Daiichi Sankyo, GSK, Viiv Healthcare, Bristol-Myers Squibb, Janssen, AZ, Takeda Pharmaceutical, Lundbeck, Eli Lilly, Horizon Therapeutics, RB, BI, Novartis, Bayer, J&J, Novo Nordisk, Eisai, Evofem Biosciences, Canopy; Bausch & Lomb, Merck, Servier

Number of accounts gained in 2018: 15

Details of accounts lost in 2018: JJVC and some smaller accounts

MedThink Communications

1001 Winstead Drive, Suite 100, Cary, NC 27513

URL: www.medthink.com

Founded: 2004

Full-time employees: 86 (2018); 78 (2017)

Office Locations: Research Triangle, NC

Senior Management: Primary: John Kane, VP, Managing Director; Scott Goudy, President; Steve Palmisano, SVP, General Manager; Angie Miller, SVP, Client Partnerships; Ken Truman, VP, Insights & Connections

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Market research/data/analytics

2018 North American Revenue: \$15,300,000

2018 U.S. billings breakdown (%)

2018 sales materials:	10
2018 professional digital/web/mobile:	20
2018 professional print ads:	5
2018 consumer digital/web/mobile:	2
2018 promotional medical education:	30
2018 direct marketing:	10
2018 market research/data/analytics:	10
2018 mar-tech/ad-tech:	13

AOR Clients: 14 (2018); 14 (2017)

Project-based clients: 12 (2018); 10 (2017)

Number of accounts gained in 2018: 4

Details of accounts lost in 2018: 1

Details of accounts resigned in 2018: 1

MEI

275 Madison Ave, New York, NY 10017

URL: http://www.mei-nyc.com

Founded: 2008

Full-time employees: 135 (2018); 122 (2017)

Office Locations: New York City

Senior Management: Leslie Turner, Senior Vice President, Account Services; W. Curtis Herrmann, EVP, Account Services

Capabilities/Services Offered: Professional (marketplace/sales);



A Missed Opportunity

To recognize narcolepsy symptoms
in pediatric patients

AD DESCRIPTION: A Missed Opportunity is a disease awareness campaign designed to elevate the urgency to recognize and diagnose narcolepsy in pediatric patients. The creative concept captures not only the importance but also the difficulty of diagnosing the condition in this patient population, emphasizing education as an essential weapon against delayed diagnosis.

WHAT MAKES IT SPECIAL? The campaign's focus on pediatric patients makes it unique among other HCP-facing narcolepsy disease awareness campaigns. The creative concept telegraphs an emotional appeal—for children and adolescents, narcolepsy is a chronic, under-recognized condition that can have debilitating symptoms.

Consumer (Rx); Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Market research/data/analytics; patient journey analytics/patient finding analytics

2018 North American Revenue: \$29,000,000

2018 U.S. billings breakdown (%)

2018 sales materials:	10
2018 professional digital/web/mobile:	27
2018 consumer digital/web/mobile:	5
2018 promotional medical education:	28
2018 direct marketing:	10
2018 market research/data/analytics:	20

AOR Clients: 20 (2018); 18 (2017)

Number of accounts gained in 2018: 2



Merkle

7001 Columbia Gateway Drive, Columbia, MD 21046

URL: Merkleinc.com

Founded: 1988

Parent Company Name: Dentsu Aegis Network

Full-time employees: 400 (2018); 368 (2017)

Office Locations: o Atlanta, GA o Austin, TX o Bend, OR o Boston, MA (2 offices) o Charlottesville, VA o Chicago, IL (2 offices) o Columbia, MD o Denver, CO o Detroit, MI o Hagerstown, MD o Little Rock, AR o Los Angeles, CA o Minneapolis, MN o Montvale, NJ o New York, NY (2 offices) o Philadelphia, PA o Pittsburgh, PA o Salt Lake City, UT o San Francisco, CA (2 offices) o Seattle, WA (2 offices)

Senior Management: David Williams, Chairman and CEO Merkle; Craig Dempster, President, Merkle Americas; Patrick Hounsell, EVP, Performance Media; David Magrini, SVP, General Manager, Merkle Health; Joanne Zaiac, Chief Client Officer; Owen McCorry, Chief Growth

Officer, Merkle Americas; Croom Lawrence, VP, Customer Strategy; Kent Groves, PhD, VP, Lead US and Global Healthcare Strategy Practice; Steve Bass, VP, Sales, Merkle Health; Jeff Godish, VP, Digital Marketing Strategy, Merkle Health; Art Hymel, VP, Technology, Merkle Health; Jane Portman, VP, Analytics, Merkle Health; Tim Ferguson, VP, Client Partner, Merkle Health; Jeff Tomaso, VP, Client Partner, Merkle Health; Jay Miller, VP, Client Partner, Merkle Health; Gary Kagawa, VP, Media; Jose Cebrian, VP, Digital Messaging; Allan Sakowski, Chief Security Officer; Frank Iqbal, SVP, Creative Director, Performance Creative

Recent Executive Hires: Peter Randazzo promoted to Global Chief Technology Officer Kent Groves, PhD, promoted to VP, Lead US and Global Healthcare Strategy Practice Frank Iqbal, SVP, Creative Director, Performance Creative (Previously at RAPP Worldwide)

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

2018 North American Revenue: \$110,000,000

2018 U.S. billings breakdown (%)

2018 sales materials:	2
2018 professional digital/web/mobile:	10
2018 consumer digital/web/mobile:	10
2018 consumer print ads:	2
2018 consumer broadcast:	5
2018 direct marketing:	15
2018 market research/data/analytics:	26
2018 mar-tech/ad-tech:	30

AOR Clients: 48 (2018); 46 (2017)

Project-based clients: 68 (2018); 66 (2017)

Current healthcare/pharma accounts: Abbvie; Anthem Blue Cross Blue Shield; Astellas Pharma; City of Hope; Delta Dental; Emblemhealth; GlaxoSmithKline; Humana; Laser Spine Institute; Eli Lilly; Medical Mutual; Mercer; Northwell Health; Pfizer; Sanofi; Sanofi - Genzyme; Select Medical; Shire; Sunovion Pharmaceuticals; Takeda Pharmaceutical; Cedars Sinai; John Hopkins All Children's Hospital; Cancer Treatment Centers of America; Mercy for Animals; Cigna; National Alliance on Mental Illness; The Leukemia and Lymphoma Society; Reckitt Benckiser
*This list is a representation of Merkle Health clients.

Number of accounts gained in 2018: 9

Details of Accounts Gained: Takeda Pharmaceutical; Cedars Sinai; John Hopkins All Children's Hospital; Cancer Treatment Centers of America; Mercy for Animals; Cigna; National Alliance on Mental Illness; The Leukemia and Lymphoma Society; Reckitt Benckiser

Details of accounts lost in 2018:

Dignity Health; Delta Dental

MERKLE



AD DESCRIPTION: MS Society Golden Circle Campaign 2018

WHAT MAKES IT SPECIAL? MS Society's Mid-level giving match campaign provides the opportunity for this valuable audience to turn \$1,000 into \$2,000. Donors receive a DM piece, and then two follow up emails, offering to match donations to fuel breakthroughs that change people's lives today and get us closer to ending MS forever.

MicroMass Communications.

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

URL: <https://www.micromass.com/>

Founded: 1994

Parent Company Name: UDG Healthcare plc

Full-time employees: 115 (2018); 115 (2017)

Office Locations: Cary, North Carolina



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

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Public health/non-profit/NGO; Market research/data/analytics

2018 North American Revenue: 30,500,000 (estimate)

2018 U.S. billings breakdown (%)

2018 professional digital/web/mobile:	23
2018 consumer digital/web/mobile:	39
2018 consumer print ads:	4
2018 promotional medical education:	8
2018 direct marketing:	26

AOR Clients: 15 (2018); 11 (2017)

Project-based clients: 10 (2018); 24 (2017)

Current healthcare/pharma accounts: Gilead Sciences; GSK; Harmony; Incyte; Janssen; Keryx; Lexicon Pharmaceuticals; Merck; Novo Nordisk; Pharming; Pharmacyclics; Pfizer; Sanofi-Genzyme; Takeda Pharmaceutical; Tesaro; UCB; United Therapeutics; Valeant

Number of accounts gained in 2018: 8

Details of Accounts Gained: Harmony; Janssen (2); Keryx; Pharming; Pharmacyclics/Janssen; Pfizer; UCB

Details of accounts lost in 2018: Mayne Pharma; Novartis; Sun Pharmaceutical; Teva

Details of accounts resigned in 2018: Genentech; Janssen; Sun Pharma; Valeant

Minds + Assembly

628 Broadway 3rd Floor, New York, NY 10012

URL: <https://mna.co/>

Founded: 2015

Full-time employees: 55 (2018); 37 (2017)

Office Locations: 628 Broadway 3rd Floor, New York, NY 10012

Senior Management: Ben Ingersoll, Co-Founder, Writing; Joelle Friedland, Co-Founder, Client Service; Stephen Minasvand, Co-Founder, Design

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

2018 North American Revenue: \$16,600,000

2018 U.S. billings breakdown (%)

2018 sales materials:	1
2018 professional digital/web/mobile:	40
2018 professional print ads:	2
2018 consumer digital/web/mobile:	35
2018 consumer print ads:	2
2018 direct marketing:	20

AOR Clients: 11 (2018); 9 (2017)

Project-based clients: 2 (2018); 2 (2017)

Current healthcare/pharma accounts: Takeda Pharmaceutical, Firazyr Global, Gattex US Consumer, Gattex US Professional, Kogthero, Motegrity, Revestive, TAKHZYRO Global, TAKHZYRO US; Otsuka, Jynarque, Otsuka Corporate, Otsuka Digital Medicine; MMRF, MMRF

Number of accounts gained in 2018: 3

Details of Accounts Gained: Takeda Pharmaceutical, Cinryze Global, Motegrity; Otsuka, Otsuka Digital Medicine

Motionstrand

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

URL: <https://www.motionstrand.com/>

Founded: 2000

Full-time employees: 31 (2018); 24 (2017)

Office Locations: Escondido, CA

Senior Management: Stefan Jensen, CEO; Matt Lee, President; Mike Esani, VP of Production; Chance Grissom, Development Director; Derek Borland, Interactive Director; Christian Bjorn Jensen, Creative Lead; Ian Williams, Sr. Director, Strategy; Amanda Nehring, Associate Director Accounts; Kori Karstrom, Director of Project Management; Jaclyn Huling, Director of Digital Marketing; Bjorn Jensen, CFO; Ted May, Controller; Ashley Greenwood, Human Resources

Recent Executive Hires: Matt Lee, President October of 2018

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

2018 North American Revenue: 7.14

2018 U.S. billings breakdown (%)

2018 professional digital/web/mobile:	25
2018 consumer digital/web/mobile:	75

Project-based clients: 37 (2018); 35 (2017)

Current healthcare/pharma accounts: Avanir Pharmaceuticals, Onzetra, NUEDEXTA; Scilex Pharmaceuticals, ZTLido; Tolmar Pharmaceutical, Eligard; Greenwich Biosciences, Epidiolex; Rhythm Pharmaceutical, Corporate

Number of accounts gained in 2018: 2

Details of Accounts Gained: Rhythm Pharmaceutical, Corporate

The Navicor Group

500 Olde Worthington Road, Westerville, OH 43082

URL: theoncology.agency

Founded: 2014

Parent Company Name: Syneos Health

Full-time employees: 103 (2018); 107 (2017)

Office Locations: 500 Olde Worthington Road, Westerville, OH 43082
1801 Market Street, 27th Floor, Suite 2700 Philadelphia, PA 19103

Senior Management: Sonja Foster-Storch, President of Advertising, Syneos Health; David Querry, President Rich D'Ginto, Managing Director; Chris Mycek, Managing Director; Frank Lescas, SVP, Account Services;

LeAnn Duncan-Miller, VP Resource Management; Lisa Hewell, HR Business Partner; Laura Wall, HR Business Partner; Ryan MacDermott, VP Director of Finance

Recent Executive Hires: Chris Mycek, Managing Director (from Cadient)

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

2018 U.S. billings breakdown (%)

2018 sales materials:	25
2018 professional digital/web/mobile:	15
2018 professional print ads:	10
2018 consumer digital/web/mobile:	15
2018 promotional medical education:	25
2018 market research/data/analytics:	10

AOR Clients: 18 (2018); 22 (2017)

Project-based clients: 10 (2018); 11 (2017)

Current healthcare/pharma accounts: We currently have clients in the following therapeutic areas: 1. Cutaneous Squamous Cell Carcinoma 2. FLT3 AML 3. TGCT 4. MRD 5. Thrombotic Microangiopathies 6. Myeloma 7. Prostate 8. GBM 9. Lymphoma 10 Biosimilars 11. CAR-T 12. Melanoma 13. Supportive Care

Number of accounts gained in 2018: 9

Details of accounts lost in 2018: 10; 6 as a result of project completion; 1 AOR loss; 2 product failures; 1 company acquisition

Neon

1400 Broadway, New York, NY 10018

URL: www.neon-nyc.com

Founded: 2009

Parent Company Name: FCB Health Network

Full-time employees: 173 (2018); 165 (2017)

Office Locations: New York, NY

Senior Management: - Mardene Miller, Managing Director - Kevin McHale, Managing Director

Recent Executive Hires: Mardene Miller, Managing Director (formerly H&S) - Jesse Kates, Group Creative Director (formerly Area 23) - Nadia Matar, Director of Integrated Production (formerly Patients & Purpose) - Stacey Hansel, Management Director (formerly H4B) - Joel Grosz, Group Management Director (formerly Ogilvy Health)

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

AOR Clients: 28 (2018); 15 (2017)

Current healthcare/pharma accounts: ■ Abbvie: Patient Oncology Experience & Central Precocious Puberty ■ Exact Sciences and Pfizer: Cologuard ■ Flexion Therapeutics, Osteoarthritis of the Knee (OAK) ■ Genentech: Cystic Fibrosis & Gastroimmunology ■ Grifols: Alpha 1 Deficiency ■ Impel NeuroPharma: Migraine ■ Janssen: Type II Diabetes ■

Mallinckrodt Pharmaceuticals: MS & Proteinuria in Nephrotic Syndrome ■ Novartis: AS, PsA, AA & CIU ■ Sandoz: varied biosimilars, small molecules ■ Strongbridge Biopharma: Cushing's Syndrome ■ Taiho Oncology: mCRC, Oncology ■ United Therapeutics: Pediatric Neuroblastoma

Number of accounts gained in 2018: 9

Details of Accounts Gained: Abbvie, Central Precocious Puberty; Exact Sciences & Pfizer, Cologuard; Sandoz, varied biosimilars, small molecules; Strongbridge Biopharma, Cushing's Disease; Flexion Therapeutics, OAK; Taiho Oncology, Cholangiocarcinoma

Details of accounts lost in 2018: 2: Theravance Biopharma; Antibiotic - sold Strongbridge Biopharma; AGHD Diagnostic - sold

Ogilvy Health

636 11th Avenue, New York, NY 10036

URL: www.ogilvychww.com

Founded: 1948

Parent Company Name: WPP

Office Locations: New York, NY Parsippany, NJ Newtown, CT Toronto, Canada Montreal, Canada

Senior Management: Andrew Schirmer—Chief Executive Officer; Samantha Dolin—Chief Creative Officer; Marc Weiner—Chief Operating Officer; Dan Chichester—Chief Experience Officer; Amy Graham—Client Engagement Officer; Laura Schember—Client Engagement Officer; Paul Huntzinger—Chief Talent Officer; Robert Saporito—Chief Financial Officer; Peter Rooney—Growth Officer; Kate Cronin—Managing Director

Recent Executive Hires: Samantha Dolin—Chief Creative Officer, previously employed with Evoke Health Dan Chichester—Chief Experience Officer, previously employed with TBWAWorldHealth

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

2018 U.S. billings breakdown (%)

2018 sales materials:	15
2018 professional digital/web/mobile:	22.5
2018 professional print ads:	7.5
2018 consumer digital/web/mobile:	10
2018 consumer print ads:	5
2018 consumer broadcast:	5
2018 promotional medical education:	10
2018 direct marketing:	5
2018 public relations:	10
2018 market research/data/analytics:	5
2018 mar-tech/ad-tech:	5

AOR Clients: 34 (2018); 35 (2017)

Project-based clients: 28 (2018); 37 (2017)

Number of accounts gained in 2018: 31

Pacific Communications

18581 Teller Avenue, Irvine, CA 92612



URL: www.pacificcommunications.com

Founded: 1994

Full-time employees: 215 (2018); 227 (2017)

Office Locations: Irvine, CA Madison, NJ

Senior Management: Craig Sullivan, President; Joe Abiad, Director, Finance & Agency Operations; James Marlin, Executive Manager, Agency Services; Henry Lee, SVP, Director of Client Services; Ryan Orsini, SVP, Director of Client Services; Kun-Yang Kim, SVP, Director of Client Services; Patrick Macke, VP, Interactive; Peter Siegel, Executive Creative Director

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Market research/data/analytics

2018 North American Revenue: \$53,376,000

2018 U.S. billings breakdown (%)

2018 sales materials:	30
2018 professional digital/web/mobile:	25
2018 professional print ads:	10
2018 consumer digital/web/mobile:	5
2018 promotional medical education:	25
2018 market research/data/analytics:	5

AOR Clients: 27 (2018); 27 (2017)

Project-based clients: 8 (2018); 8 (2017)

Current healthcare/pharma accounts: Allergan: Botox Cosmetic; Botox Therapeutic; Botox Urology; Ubrogapant; Ozurdex; Glaucoma Xen; Optometry; Latisse; SkinMedica; CoolSculpting; Revolve; Strattice; Alloderm; Natrelle; Juvederm Franchise; Kybella; Liletta; Lo Loestrin; Bystolic; Viibryd; Viberzi

Partners + Napier

1 S. Clinton Ave, Rochester, NY 14607

URL: <https://www.partnersandnapier.com/>

Founded: 2004

Parent Company Name: Project

Full-time employees: 37 (2018); 28 (2017)

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

Senior Management: Sharon Napier, CEO & Founder; Courtney Cotrupe, President; Jefferey Gabel, Chief Creative Officer; Scott Chapman, Executive Finance Director; Michael Baron, Executive Creative Director

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

2018 North American Revenue: \$7,290,081

AOR Clients: 4 (2018); 4 (2017)

Project-based clients: 3 (2018); 6 (2017)

Current healthcare/pharma accounts: Bausch + Lomb, PreserVi-

sion, OcuVite, Soothe, XP, Lumify, Biotrue MPS, Renu MPS, Boston; Highmark BlueCross BlueShield; Excellus BlueCross BlueShield; Hybridge; Carestream Health, Jewish Senior Life, Catholic Health

Patient Experience Project

4 Congress Place, Saratoga Springs, NY 12866

URL: the-pep.com

Founded: 2012

Parent Company Name: EVERESANA

Full-time employees: 65 (2018); 50 (2017)

Office Locations: Saratoga Springs, NY Chicago, IL

Senior Management: Seth Gordon, General Manager; Peter DiBart, Creative Director; Bill O'Bryon, Managing Director, Digital; Kristin LaBounty Phillips, Managing Director, Strategy; Nicole Pitaniello, Managing Director, Client Services; Christina Vail, Managing Director, Operations

Recent Executive Hires: Nicole Pitaniello was promoted to Managing Director, Client Services

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); Relationship marketing/direct; Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Market research/data/analytics

2018 North American Revenue: \$17,500,000

2018 U.S. billings breakdown (%)

2018 sales materials:	10
2018 professional digital/web/mobile:	10
2018 professional print ads:	5
2018 consumer digital/web/mobile:	40
2018 consumer print ads:	20
2018 promotional medical education:	10
2018 market research/data/analytics:	5

AOR Clients: 7 (2018); 6 (2017)

Project-based clients: 10 (2018); 4 (2017)

Current healthcare/pharma accounts: AveXis: Zolgensma, Gene Therapy education; Horizon Therapeutics, Actimmune; Horizon Therapeutics, Krystexxa; Horizon Therapeutics, Procybsi; Horizon Therapeutics, Ravicti; Lundbeck, Northera; Avedro, Patient Support Services; Mallinckrodt Pharmaceuticals, Patient Support Services; Mallinckrodt Pharmaceuticals, Product in clinical development Bausch, Medical Education; CureS-MA, Advocacy; Modis, Clinical Trial Recruitment; Sarepta Therapeutics, Gene Therapy education; Spark Therapeutics, Gene Therapy education

Number of accounts gained in 2018: 6

Details of Accounts Gained: Bausch Health, Medical Education; Horizon Therapeutics, Quinsair; Spark Therapeutics, Gene Therapy education

Details of accounts resigned in 2018: Horizon Therapeutics, Quinsair - failed phase 3 trials Lundbeck, ONFI - loss of exclusivity

Patients & Purpose

200 Varick Street, New York, NY 10014

URL: www.patientsandpurpose.com

Founded: 2000

Parent Company Name: Omnicom Health Group

Full-time employees: 218 (2018); 212 (2017)

Office Locations: New York, NY

Senior Management: Deb Deaver, CEO; Eliot Tyler, President; Dina Peck, Managing Partner, Executive Creative Director; Tom Galati, Associate Partner, Creative Director

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

2018 U.S. billings breakdown (%)

2018 professional digital/web/mobile:	10
2018 consumer digital/web/mobile:	50
2018 consumer print ads:	10
2018 consumer broadcast:	10
2018 direct marketing:	10
2018 market research/data/analytics:	10

AOR Clients: 25 (2018); 23 (2017)

Project-based clients: 4 (2018); 4 (2017)

Number of accounts gained in 2018: 5

Details of accounts lost in 2018: 2

Pivot Health + Wellness

9 Campus Drive, Parsippany, NJ 7054

URL: www.pivotohealthcare.com

Founded: 2006

Full-time employees: 32 (2018); 28 (2017)

Office Locations: 9 Campus Drive Suite 102 Parsippany, NJ 07054

Senior Management: Cindy Schermerhorn, President & CEO; Kerry Cavender, EVP, Director Client Services; Anthony Cannon, CFO; Anthony Rotolo, Creative Director; Julia Sanders, SVP, Strategic Account Lead

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

2018 U.S. billings breakdown (%)

2018 sales materials:	40
2018 professional digital/web/mobile:	30
2018 professional print ads:	10
2018 consumer digital/web/mobile:	5
2018 direct marketing:	15

AOR Clients: 4 (2018); 3 (2017)

Project-based clients: 2 (2018); 1 (2017)

Current healthcare/pharma accounts: Regeneron Pharmaceuticals, Eylea; Ocular Therapeutix, Dextenza; Millicent Pharma, Femring; Tasman Pharma, Versacloz, Steroids (topical and drops)

Number of accounts gained in 2018: 1

Details of Accounts Gained: Millicent Pharma, Femring

Details of accounts resigned in 2018: Eyepoint Pharmaceuticals, Launch Product

Pixacore

15 West 39th Street, 13th Floor, New York City, NY 10018

URL: www.pixacore.com

Founded: 2008

Full-time employees: 104 (2018); 65 (2017)

Office Locations: New York, New York 39th Street New York, New York 5th Avenue

Senior Management: Sanjiv Mody - CEO and Founder; Dhaval Parikh - President and Managing Director; Ben Voss - Chief Technical Officer; David Garson - Executive Creative Director; Daniel McNally - EVP, Client Services Valerie Shane - EVP, Brand Strategy; Anisha Mody - EVP, Finance; Robin Roberts - Brand and Marketing Strategy; Joseph Sklar, PhD - SVP, Director of Medical Strategy

Recent Executive Hires: Daniel McNally - EVP, Client Services formerly of Syneos Health; David Garson - Executive Creative Director formerly of Havas Life NY; Robin Roberts - Brand and Marketing Strategy formerly of Concentric Health Experience; Joseph Sklar PhD - SVP, Director of Medical Strategy formerly of Concentric health Experience; Karl Schempp - SVP Group Creative Director, formerly of Juice Pharma; Worldwide Hannah (Goldstein) Goldstrow - VP, Director of User Experience

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

2018 North American Revenue: \$24,400,000

2018 U.S. billings breakdown (%)

2018 sales materials:	15
2018 professional digital/web/mobile:	30
2018 professional print ads:	10
2018 consumer digital/web/mobile:	20
2018 promotional medical education:	10
2018 direct marketing:	5
2018 market research/data/analytics:	2
2018 mar-tech/ad-tech:	8

AOR Clients: 17 (2018); 14 (2017)

Project-based clients: 9 (2018); 10 (2017)

Current healthcare/pharma accounts: Bayer, Stivarga, Nexavar, Aliqopa, Viktrakvi, Pipeline; Celgene, Abraxane, Idhifa, Revlimid, Medical Affairs, luspatercept; Eisai; Merck; Kiowa Hakko Kirin, pipelin agents; Mitsubishi Tanabe Pharma, pipeline agents; TEVA, CNS; Acceleron Pharma, pipeline agents;

Number of accounts gained in 2018: 6

Details of Accounts Gained: Bayer: Aliqopa AOR, Viktrakvi DAOR Celgene: Abraxane AOR Eisai: AOR Kiowa Hakko Kirin: AOR Mitsubishi Tanabe Pharma: AOR

Point Of Care Network

4 Campus Dr, Parsippany, NJ 7054

URL: https://www.pointofcarenetwork.com

Founded: 2014

Full-time employees: 43 (2018); 33 (2017)

Office Locations: 4 Campus Dr Parsippany, NJ 07054



Senior Management: Richard Zwickel, CEO; Spencer Falk, President; Carmen Mazzatta, COO

Recent Executive Hires: Bill Evans, CMO

Capabilities/Services Offered: Professional (marketplace/sales); Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Market research/data/analytics

2018 North American Revenue: \$9,000,000

2018 U.S. billings breakdown (%)

2018 sales materials:	15
2018 professional digital/web/mobile:	10
2018 promotional medical education:	60
2018 market research/data/analytics:	15

AOR Clients: 4 (2018); 3 (2017)

Project-based clients: 20 (2018); 15 (2017)

Current healthcare/pharma accounts: Abbott Nutrition; Alkermes; Allergan; Amarin; Amgen; Bausch Health; Boehringer Ingelheim; Celgene; Duchesnay; Electrocore; Ironwood Pharmaceuticals; Janssen; Eli Lilly; Lupin Pharmaceuticals; Marinus Pharmaceuticals; Novo Nordisk; Novartis; OWP; Salix Pharmaceuticals; Sanofi; Sarepta Therapeutics; Sola Pharmaceuticals; Sunovion Pharmaceuticals; Sun Pharmaceutical; Syneos Health; UCB

Number of accounts gained in 2018: 5

Details of Accounts Gained: Amarin; Bausch Health; Duchesnay; Electrocore; Sunovion Pharmaceuticals

Precision For Value

240 Main Street, Gladstone, NJ 7934

URL: www.precisionforvalue.com

Founded: 2003

Parent Company Name: Precision Value & Health

Full-time employees: 240 (2018); 245 (2017)

Office Locations: Chicago, IL; Costa Mesa, CA; Gladstone, NJ (2); New York, NY

Senior Management: Carlos Delucca, Co-President; Kelly Wilder, Co-President; Christine Lenthe, SVP, Managing Director; Isabella Sergio, SVP, Managing Director; Jackie De Angelis, SVP, Managing Director; Jeremy Schafer, SVP, Director, Access Experience Team

Capabilities/Services Offered: Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

2018 North American Revenue: \$525,333,515

AOR Clients: 23 (2018); 20 (2017)

Project-based clients: 17 (2018); 4 (2017)

Number of accounts gained in 2018: 14

Details of accounts lost in 2018: 3

Precision Value & Health

60 East 42nd Street, Suite 1325, New York, NY 10165

URL: www.precisionvaluehealth.com

Founded: 2017

Parent Company Name: Precision Medicine Group

Full-time employees: 739 (2018); 584 (2017)

Office Locations: Boston, MA; Chicago, IL; Costa Mesa, CA; Gladstone, NJ (2); Indianapolis, IN; Los Angeles, CA; New York, NY (2); Oakland, CA; Stamford, CT; Vancouver, BC; West Chester, PA; Yardley, PA

Senior Management: Dan Renick, President; Larry Blandford, EVP, Customer Solutions; Carolyn Viola, SVP, Marketing Operations; Dave Kubler, VP, Finance; John Bilek, VP, Human Resources

Recent Executive Hires: Zac Stillerman, President, Precision Xtract - Formerly National Managing Director, Advisory Services, Optum

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

2018 North American Revenue: \$152,156,985

Precisioneffect

101 Tremont Street, Boston, MA 2108

URL: precisioneffect.com

Founded: 1978

Parent Company Name: Precision Medicine Group

Full-time employees: 175 (2018); 145 (2017)

Office Locations: Boston, MA and Costa Mesa, CA

Senior Management: Carolyn Morgan, President Deborah Lotterman, Chief Creative Officer Paul Balagot, Chief Experience Officer Lauren Westberg, EVP, Managing Director Laurence Richards, EVP, Managing Director

Recent Executive Hires: Laurence Richards, EVP, Managing Director (JUICE Pharma) Adrienne Morgan, SVP, Client Service (H4B Chelsea) Jeff Porzio, Senior Director, Media & Engagement (PJA Advertising + Marketing) Kim Vigas, Director, Project Management and Operations (Consultant)

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

2018 North American Revenue: \$34,600,000

2018 U.S. billings breakdown (%)

2018 sales materials:	15
2018 professional digital/web/mobile:	20
2018 professional print ads:	2.5
2018 consumer digital/web/mobile:	20
2018 consumer print ads:	2.5
2018 consumer broadcast:	10
2018 promotional medical education:	10
2018 direct marketing:	15
2018 market research/data/analytics:	5

AOR Clients: 22 (2018); 22 (2017)

Project-based clients: 3 (2018); 3 (2017)

Number of accounts gained in 2018: 5

Details of accounts lost in 2018: 1.

Details of accounts resigned in 2018: 2.

PRI Healthcare Solutions

140 East Ridgewood Avenue, Suite 176N, Paramus, NJ 7652

URL: www.prihcs.com

Founded: 2008

Parent Company Name: HayMarket Media, Inc.

Full-time employees: 80 (2018); 68 (2017)

Office Locations: New York and New Jersey

Senior Management: Mary Anderson, Group President, Medical Education; Tammy Chernin, Senior Vice-President/General Manager; Jamie Alexander, Vice-President, Client Services; Javier Negon, PhD, Senior Group Medical Director; Christine Archibald, Operations Director; Melissa Mazza-Chiong, Group Art Director; Roman Makukh, Vice-President, Digital Products; Brian Layden, Vice-President, Marketing Strategy and Business Development

Recent Executive Hires: Mary Anderson, Group President, Medical Education

Capabilities/Services Offered: Professional (marketplace/sales); OTC/wellness; Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

2018 North American Revenue: \$17,200,000

2018 U.S. billings breakdown (%)

2018 sales materials:	7
2018 professional digital/web/mobile:	24
2018 promotional medical education:	64
2018 direct marketing:	5

AOR Clients: 9 (2018); 9 (2017)

Project-based clients: 34 (2018); 30 (2017)

Current healthcare/pharma accounts: Abbvie, Risankizumab; Actelion Pharmaceuticals, Opsumit; Alembic Pharmaceuticals, Theophylline ER; ALK, Odactra; Amarin, Vascepa; AmerisourceBergen, Unbranded; Ascensia Diabetes Care, Contour Next; Astellas Pharma, Xtandi; AstraZeneca, Imfinzi, Lokelma, Lynparza, PT010, Roxadustat, AWIR (Assoc of Women in Rheumatology), AWIR Unbranded; Bayer HealthCare Pharmaceuticals, Xofigo; Biogen, Tecfidera; BioSense Webster, Ablation Device; Boehringer Ingelheim, Gilotrif, Bristol-Myers Squibb, Opdivo, Sprycel; Celgene, Abraxane; Chiesi USA, Buprenorphine, Curosurf, Kengreal, Retavase; Circassia, Duaklir; Eli Lilly, Basaglar, Trulicity; Emergent BioSolutions, ACAM2000, Unbranded; Exact Sciences, Cologuard; Exelixis, Cabometyx; Genentech, Perjeta; Genzyme, Kevzara, Libtayo; GlaxoSmithKline, Nucala; Hikma Pharmaceuticals, Unbranded; Horizon Therapeutics, Pennsaid, Vimovo; Incyte, Jakafi; Intersect ENT, Propel, Sinuva; Janssen Pharmaceuticals, Imbruvica, Symtuza, Tremfya, Xarelto; Johnson and Johnson Shared Services, Elmiron, Imbruvica, Cardio Franchise, Unbranded, Stelara, Symtuza, Tremfya, Xarelto; Jubilant Cadista, Unbranded; Keryx BioPharmaceuticals, Auryxia; Melinta Therapeutics, Baxdela, Vabomere; Merz North America, Xeomin; Midatech Pharma US, Gelclair, Zuplenz; Novartis Pharmaceuticals, Tasigna; Pharming Group, Ruconest; Photocure, Cystview Blue Light Laser; Rienzi and Rienzi Communications, Mylan Generics, Unbranded; Sandoz, Unbranded; Sanofi Pasteur, Ad-

acel, Flublok Quadrivalent, Fluzone High Dose, Fluzone Quadrivalent, Med Quad TT, Menactra, Pentacel, Unbranded, Vaccines Unbranded, Dengvaxia, Fluzone High Dose, Pentacel, Vaccines Unbranded; Seattle Genetics, Adcetris; Sun Pharmaceutical, Bromsite, Cequa, Xelpros; Takeda Oncology, Ninlaro; Takeda Pharmaceutical, Ninlaro; Teva Pharmaceutical, AirDuo RespiClick, Cinqair, Granix, ProAir RespiClick, Qvar Redihaler, Respiratory Franchise, BioSimilar Oncology, Generics, Truxima; Teva Respiratory, Cinqair, ProAir RespiClick, Qvar Redihaler, Respiratory; United Therapeutics, Orenitram; Valeant Pharmaceuticals North America, Targretin; Validus Pharmaceuticals, Equetro, Vaxserve; Veloxis Pharmaceuticals, Envarsus XR, Zydus Pharmaceuticals, Mesalamine.

Number of accounts gained in 2018: 4

Details of Accounts Gained:

Emergent BioSolutions, ACAM 2000, Emergent Unbranded; Exact Sciences, Cologuard; Intersect ENT, Sinuva, Propel; Sun Pharmaceutical, Bromsite, Cequa, Xelpros.

Details of accounts lost in 2018: Teva Pharmaceutical, Austedo



Publicis Health Media

100 Penn Square East, Philadelphia, PA 19107

URL: publicishealthmedia.com

Founded: 2012

Parent Company Name: Publicis Groupe

Full-time employees: 368 (2018); 377 (2017)

Office Locations: Philadelphia, New York, Chicago

Senior Management: Andrea Palmer - President; Greg Reilly - Chief Client Officer; Colan McGeehan - Chief Investment Officer; Irene Coyne - Philadelphia Office Lead; Alison McConnell - Chief Marketing Officer; Brian Geist - Philadelphia Office Lead; Ray Rosti - Chief Digital Officer; Jaime Morelli - Chicago Office Lead; Eric Solomon - New York Office Lead; Elyse Rettig - Operations Lead; Marc Loeb - Finance Lead; Dave Nussbaum - Chief Data Officer; Beth Barron - Platformsgk Lead

Recent Executive Hires: Colan McGeehan, Chief Investment Officer formerly VP/GM Healthcare/Wellness, Head of Business/Corporate Strategy at Time Inc. Beth Barron, EVP, PlatformGSK Lead formerly EVP, Managing Director at CMI Media

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

2018 North American Revenue: \$95,000,000

AOR Clients: 41 (2018); 38 (2017)

Project-based clients: 19 (2018); 17 (2017)

Current healthcare/pharma accounts: Publicis Health Media (PHM) is the market leading media agency in the health category, providing unmatched health and pharmaceutical expertise, strategic insights, planning, innovation, partnerships and buying clout. As the leader in the health and wellness media space, PHM provides marketing solutions, not just media solutions. Through our focus on strategy and insight development, we bring deep strategic expertise in health to bear for our clients. PHMs proprietary suite of tools in the search and social space are designed to uncover behavioral insights that allow us to truly under-

stand people's motivations along their health and wellness journey. We work across multiple health categories, from oncology to respiratory to hospital systems. We have built categories, launched blockbuster drugs and changed lives through the development of superior insights and branded as well as unbranded campaigns. All of these with some of the world's largest healthcare brands as our client partners. The work we do at PHM is shaped by our genuine passion for health and wellness: the imperative to help real patients navigate the most pivotal moments of their healthcare journeys—moments of curiosity, of fear, of optimism. Despite our big-name affiliations, we've gone to great lengths to retain PHM's foundational commitment to entrepreneurialism. Our unique position empowers us to adapt quickly to the shifting marketplace and evolving client needs. As an agency, our thirst for innovation has inspired us to embrace and develop new approaches and first to market opportunities for our clients. From our Chief Digital Officer, Ray Rosti, to our Chief Investment Officer, Colan McGeehan, to our collection of Search and SEO Content Strategists, we've assembled a talented team whose cutting-edge work continually places us at the leading edge of our industry.

Number of accounts gained in 2018: 9

Details of accounts lost in 2018: 4

Purohit Navigation.

233 S. Wacker Drive Suite 6220, Chicago, IL 60606

URL: www.purohitnavigation.com

Founded: 1985

Full-time employees: 50 (2018); 60 (2017)

Office Locations: 233 S. Wacker Drive Suite 6220 Chicago, IL 60606

Senior Management: Ahnial Purohit - CEO; Anshul Purohit - President; Monica Noce Kanarek - Chief Creative Officer; Kim Hogen - CFO

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

2018 North American Revenue: \$19,000,000

Current healthcare/pharma accounts: Gilead Sciences; Becton Dickinson; Octapharma

Rapp Well

220 E 42nd Street, New York, NY 10017

URL: <https://www.rappwell.com/>

Founded: 1965

Parent Company Name: Omnicom

Full-time employees: 650 (2018); 500 (2017)

Office Locations: New York, NY; Los Angeles, CA; San Francisco, CA; Dallas, TX; Chicago, IL

Senior Management: Health Division: Justin Thomas-Copeland, President, NYC and EVP, RAPP Well Worldwide; Moa Netto, Chief Creative Officer; Addison Deitz, EVP, Director of Global Operations and Client Support; Amel Kasmally, SVP, Client Partner; Amy Blasco, SVP, Experience Analytics Global Leadership; Marco Scognamiglio, Global CEO; Steve Takla, Global CFO; Anne Marie Neal, Global CMO; Shiona

McDougall, Global CSO; Leigh Ober, Global Chief Talent Officer

Recent Executive Hires: Amel Kasmally, SVP, Client Partner (previously at MMA as Managing Director, Head of Digital); Amy Blasco, SVP, Marketing Sciences (previously at AD/FIN as VP, Business Intelligence and Media Analytics); RP Kumar, SVP Experience Strategy (previously at Ketchum, Global Director, Strategic Planning, Insights and Research); Tristan Fitzgerald, Creative Director (transferred from our Dubai office, where he was Executive Creative Director)

Capabilities/Services Offered: Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

2018 North American Revenue: \$130,000,000

2018 U.S. billings breakdown (%)

2018 consumer digital/web/mobile:	70
2018 direct marketing:	10
2018 market research/data/analytics:	20

AOR Clients: 1 (2018); 5 (2017)

Project-based clients: 4 (2018); 2 (2017)

Current healthcare/pharma accounts: Undisclosed, NDA; Johnson & Johnson, Lactaid; Pfizer, Viagra; Ascension, Healthcare (no specific brand); NUVO, Pregnancy monitoring device

Number of accounts gained in 2018: 3

Details of Accounts Gained: Undisclosed, NDA; Ascension, Healthcare (no specific brand); NUVO: Pregnancy monitoring device

Details of accounts lost in 2018: Gilead, Harvoni and Eplclusa

Rarity Health

1161 Broad Street, Shrewsbury, NJ 7702

URL: mewland@rarityhealth.com

Founded: 1985

Full-time employees: 15 (2018); 13 (2017)

Office Locations: Shrewsbury, NJ

Senior Management: Ted Newland- Senior Managing Partner; Rob

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Biotech

AD DESCRIPTION: insPiring Immunologists/infusion nurses to take notice of a new IGIV for the management of patients with primary immunodeficiency. Patients living with primary immunodeficiency disease live amongst us with no visible signs. Using insights from HCP advisory boards, we sought to convey protection during everyday life, in this case attending a crowded event.

Newland- Managing Partner; Claire Reilly-Taylor- Vice President

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

2018 North American Revenue: \$2,200,000

2018 U.S. billings breakdown (%)

2018 sales materials:	10
2018 professional digital/web/mobile:	20
2018 professional print ads:	5
2018 consumer digital/web/mobile:	25
2018 promotional medical education:	25
2018 direct marketing:	5
2018 public relations:	5
2018 market research/data/analytics:	5

AOR Clients: 3 (2018); 2 (2017)

Project-based clients: 9 (2018); 7 (2017)

Current healthcare/pharma accounts: Pfizer-BeneFIX, Customer Marketing Group; Kedrion- KedRAB, RhoGAM; 60 Degrees Pharmaceuticals, Arakoda; Biotest Pharmaceuticals, BIVIGAM, NABI-HB; National Ulcerative Colitis Alliance; Ethical GmbH; VNA Health Group of New Jersey; Orphan Reach; Coalition for Hemophilia B; Evena Medical



Number of accounts gained in 2018: 3

Details of Accounts Gained: 60 Degrees Pharmaceuticals, Arakoda; National Ulcerative Colitis Alliance; Ethical GmbH

Details of accounts lost in 2018: Pfizer- Xeljanz

Razorfish Health

1675 Broadway, 3rd Floor, New York, NY 10019

URL: razorfish.health

Founded: 1996

Parent Company Name: Publicis Groupe/Publicis Health

Full-time employees: 300 (2018); 300 (2017)

Office Locations: New York, Philadelphia, Chicago

Senior Management: David Paragamian, President; John Reid, EVP, Chief Creative Officer; Tayla Mahmud, EVP, Business Development; Carl Turner, EVP, Chief Strategy Officer; Keri Hettel, SVP, Analytics; Marion Chaplick, Chief Client Officer; Ryan Taggart, Chief Client Officer; Don Young, Chief Operations Officer; Nafeez Zawahir, Chief Medical Officer; Cheena Stanley, VP Human Resources; Carol Bendig, VP Finance

Recent Executive Hires: Cheena Stanley, VP Human Resources Previous employer: Viacom Carl Turner, Chief Strategy Officer Previous: Publicis Life Brands Medicus Marion Chaplick, Chief Client Officer Previous: Digitas Health Ryan Taggart, Chief Client Officer Previous: Apothecom

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

2018 North American Revenue: \$75,000,000

2018 U.S. billings breakdown (%)

2018 sales materials:	10
2018 professional digital/web/mobile:	50
2018 consumer digital/web/mobile:	25
2018 promotional medical education:	5
2018 market research/data/analytics:	10

AOR Clients: 15 (2018); 12 (2017)

Project-based clients: 2 (2018); 2 (2017)

Number of accounts gained in 2018: 5

Red House Healthcare Marketing

11675 Rainwater Drive, Suite 175, Alpharetta, GA 30009

URL: www.redhousehealthcare.com

Founded: 2001

Full-time employees: 26 (2018); 26 (2017)

Office Locations: Alpharetta, GA

Senior Management: Dan Hansen, Senior Partner; Steve Reeves, Partner; Joe Youngs, SVP Consulting; Terry McLane, COO & CFO

Recent Executive Hires: Alice Jankowski, Creative Director (FCB Chicago, Adrenaline, SapientNitro)

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

2018 North American Revenue: \$3,170,000

2018 U.S. billings breakdown (%)

2018 sales materials:	10
2018 professional digital/web/mobile:	20
2018 professional print ads:	5
2018 consumer digital/web/mobile:	5
2018 promotional medical education:	10
2018 direct marketing:	20
2018 public relations:	5
2018 market research/data/analytics:	15
2018 mar-tech/ad-tech:	10

AOR Clients: 6 (2018); 6 (2017)

Project-based clients: 7 (2018); 7 (2017)

Current healthcare/pharma accounts: Bayer, Cognizant, Elsevier, Mayo Clinic, McKesson, MedAnalytics

Number of accounts gained in 2018: 1

Details of Accounts Gained: Communications device product launch, Global biopharma, diagnostics division

Relevate Health Group

4270 Ivy Pointe Blvd. Suite 220, Cincinnati, OH 45245

URL: relevatehealthgroup.com

Founded: 2007

Full-time employees: 72 (2018); 70 (2017)



Office Locations: Cincinnati, OH

Senior Management: Jeff Spanbauer, CEO; Scott Weintraub, President; Tim Tuttle, CFO; Sharon Bittner, Chief Communications Officer; Lisa Klein, VP Market Intelligence; Karen Snay, VP of Sales; Chris Cushman, Group VP Client Partnership; Melissa Neal, VP Client Partnership, Hospital

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

2018 North American Revenue: \$14,900,000

2018 U.S. billings breakdown (%)

2018 sales materials:	22
2018 professional digital/web/mobile:	20
2018 consumer digital/web/mobile:	20
2018 consumer broadcast:	5
2018 promotional medical education:	20
2018 market research/data/analytics:	13

AOR Clients: 3 (2018); 2 (2017)

Project-based clients: 38 (2018); 31 (2017)

Current healthcare/pharma accounts: Essilor, all brands; Vision Associates; Janssen, Symtuza, Xarelto, RemicadeInvokana, Stelara, Erleada; Genentech, Esbriet, Pulmozyme, Xolair, Alecensa, Tecentrig, Erivedge; Puma Biotechnology, Nerlynx; Merck, Januvia, Keytruda, P23, RotaTeg; Valeant Pharmaceuticals, Uceris, Xifaxan; BMS, Eliquis; Novartis, Ciprodex, Kiskali; Takeda, Uloric, Amitiza, Dexilant; Pfizer, MIT team, Cologuard; Alexion Pharmaceuticals; Astellas Pharma, Health Systems, Field Marketing; CSL Behring, Privigen; Teva Pharmaceutical, Granix; Mylan, Olux; Boehringer Ingelheim, Gilotrif, Pradaxa, Jardiance; Sanofi Genzyme, Dupixent; Clovis, Rubraca, UCB, Cimzia; GSK, Benlysta

Number of accounts gained in 2018: 15

Details of Accounts Gained: Alexion; Genentech, Alecensa, Tecentrig, Erivedge; Vision Associates; Astellas Field Marketing; Sanofi Genzyme, Dupixent; Pfizer, Cologuard; Novartis, Kiskali, Ciprodex; Merck, RotaTeg; Clovis, Rubraca, UCB, Cimzia; Janssen, Symtuza; GSK, Benlysta

Details of accounts lost in 2018: Novartis, Votrient

RevHealth

55 Bank Street, Morristown, NJ 7960

URL: www.revhealth.com

Founded: 2006

Full-time employees: 152 (2018); 130 (2017)

Office Locations: 55 Bank Street Morristown, NJ 07960 36 Cattano Avenue Morristown, NJ 07960

Senior Management: Bruce Epstein, Managing Partner; Bruce Medd, Managing Partner; Brian Wheeler, Managing Partner

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

2018 North American Revenue: \$41,000,000



AD DESCRIPTION: Living with rheumatoid arthritis (RA) can be isolating—many patients know no other people who have RA. EMERGE FROM RA provides social support by bringing patients together at local, live events. Local events offer disease information and highlight the inspirational story of a patient ambassador living with RA.

WHY IS YOUR AD SPECIAL? People with RA don't want to run on the beach or build a shed—they want to be able to cook dinner or button their shirt. EMERGE FROM RA features real patients speaking about what life with RA is really like and offers hope that there is help out there.

2018 U.S. billings breakdown (%)

2018 sales materials:	25
2018 professional digital/web/mobile:	22
2018 professional print ads:	5
2018 consumer digital/web/mobile:	10
2018 consumer print ads:	3
2018 promotional medical education:	25
2018 direct marketing:	10

AOR Clients: 31 (2018); 25 (2017)

Project-based clients: 8 (2018); 3 (2017)

Current healthcare/pharma accounts: Achaogen; Alcon, ALK, Amarin, Amneal, Bauch+Lomb, Bausch Health, Bayer, Daiichi-Sankyo, DePuy Synthes, Glenmark, Impax Laboratories, Incyte, Insmed, Kadmon Holdings, Legend Biotech, Mallinckrodt Pharmaceuticals, Merck, Mylan, Nestle Health Science, Nihon Kohen, Novartis, Olympus, Orexo, Pacira BioSciences, PharmaDerm, Regeneron Pharmaceuticals, Salix Pharmaceuticals, Samumed, Sandoz, Sanofi, Sinclair, Sun Pharmaceutical, Takeda Pharmaceutical, Taro, Tetrphase, UCB, Valeant Pharmaceuticals

Number of accounts gained in 2018: 11

Details of Accounts Gained: Bausch Health, Daiichi-Sankyo, Mylan, Sinclair, Takeda Pharmaceutical, Mallinckrodt Pharmaceuticals, Glenmark, PharmaDerm, Amicus Therapeutics, DePuy Synthes, UCB

Rightpoint

29 N Upper Wacker Drive, Chicago, IL 60606

URL: https://www.rightpoint.com/

Founded: 2007

Full-time employees: 450 (2018); 425 (2017)

Office Locations: Atlanta Boston Chicago HQ Dallas Denver Detroit Los Angeles New York Oakland

Senior Management: Ross Freedman, Co-Founder and Co-Ceo; Brad Schneider, Co-Founder and Co-Ceo; Chris Locke, CFO; Greg Raiz, Chief Innovation Officer; Vaiva Vaisnys, SVP People Potential

Recent Executive Hires: Chris Locke, CFO. Previous employers SPINS and HelloWorld, Inc

Capabilities/Services Offered: Relationship marketing/direct; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Market research/data/analytics

2018 North American Revenue: \$24,000,000

2018 U.S. billings breakdown (%)

2018 professional digital/web/mobile:	45
2018 consumer digital/web/mobile:	45
2018 market research/data/analytics:	5
2018 mar-tech/ad-tech:	5

AOR Clients: 35 (2018); 25 (2017)

Project-based clients: 215 (2018); 200 (2017)

Number of accounts gained in 2018: 37

Saatchi & Saatchi Wellness

1675 Broadway, New York, NY 10019

URL: www.saatchiwellness.com

Founded: 1979

Parent Company Name: Publicis Groupe SA

Full-time employees: 355 (2018); 320 (2017)

Office Locations: New York

Senior Management: JD Cassidy, President; Kathy Delaney, Global Chief Creative Officer

Capabilities/Services Offered: Consumer (Rx); OTC/wellness; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

AOR Clients: 11 (2018); 11 (2017)

Project-based clients: 5 (2018); 5 (2017)

Number of accounts gained in 2018: 3

Details of Accounts Gained: Creative agency AOR

Details of accounts lost in 2018: 2

Sandbox

One East Wacker Drive; 32nd Floor, Chicago, IL 60601

URL: www.sandbox.com

Founded: 1982

Full-time employees: 363 (2018); 428 (2017)

Office Locations: New York, Toronto, Chicago, Kansas City, Indianapolis, Costa Mesa

Senior Management: 1. Mark Goble, Chief Executive Officer 2. Joe Kuchta, President 3. Chad Smith, Chief Client Officer 4. Jean May, Chief Experience Officer 5. Ryan VanPelt, SVP Client Services 6. Christina

Hillestad, SVP Executive Producer 7. Chris Weber, SVP Chief Strategy Officer 8. Denis O'Keefe, SVP Creative Director 9. Nick Rambke, SVP Client Service 10. Tracy Brown, SVP Client Service

Recent Executive Hires: Nick Rambke and Tracy Brown were significant new adds during 2018 to the senior team [listed above]. Nick joined Sandbox from HCB Chicago and Tracy joined from FCB Chicago.

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

2018 North American Revenue: \$43,700,000

2018 U.S. billings breakdown (%)

2018 sales materials:	30
2018 professional digital/web/mobile:	20
2018 professional print ads:	5
2018 consumer digital/web/mobile:	15
2018 consumer print ads:	5
2018 promotional medical education:	5
2018 direct marketing:	5
2018 mar-tech/ad-tech:	15

AOR Clients: 16 (2018); 13 (2017)

Project-based clients: 5 (2018); 8 (2017)

Current healthcare/pharma accounts: Abbott Diabetes, Abbott Vascular, Abbott Molecular, BeforeBrands; BeiGene; Boston Scientific; Coherus BioSciences; Elanco Animal Health; Highmark Health; Kite Pharma/Gilead Sciences; Mannkind; Montefiore Health System; Obagi Medical Products; Organogenesis Shire/Takeda Pharmaceutical; Ultragenyx Pharmaceutical; United Healthcare

Number of accounts gained in 2018: 8

Details of Accounts Gained: Abbott Diabetes; Abbott Vascular; BeforeBrands; Beigene; Boston Scientific; Highmark Health; Mannkind; Ultragenyx Pharmaceutical

Details of accounts lost in 2018: Leiters; Xellia Pharmaceuticals

Scout Health

3391 Peachtree Rd NE, Atlanta, GA 30326

URL: www.findscout.com

Founded: 1999

Parent Company Name: The Stagwell Group

Full-time employees: 110 (2018); 120 (2017)

Office Locations: Atlanta, GA New York, NY Chicago, IL San Diego, CA

Senior Management: Jennifer Brekke, Principal; Raffi Siyahian, Principal; Trigg Brekke, SVP Account Management; Ari Wexler, VP Digital Innovation; Eric Cale, VP Associate Director of Strategy; Z Gillispie, VP Digital Creative Director; Rick Conrad, Group Creative Director; Lawrence Lee, Group Creative Director

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

2018 North American Revenue: \$23,000,000



2018 U.S. billings breakdown (%)

2018 sales materials:	25
2018 professional digital/web/mobile:	20
2018 professional print ads:	5
2018 consumer digital/web/mobile:	25
2018 consumer print ads:	5
2018 consumer broadcast:	10
2018 promotional medical education:	10

AOR Clients: 9 (2018); 10 (2017)

Project-based clients: 3 (2018); 1 (2017)

Number of accounts gained in 2018: 3

Details of accounts lost in 2018: 2

Silverlight Digital

15 East 32nd St., 4th Floor, New York, NY 10016

URL: <http://www.silverlightdigital.com/>

Founded: 2014

Full-time employees: 27 (2018); 25 (2017)

Office Locations: New York, NY Brea, CA

Senior Management: Lori Goldberg, CEO; Michael Ackerman, SVP, Managing Director; Stephen Wraspir, Media Director; Meredith Hughes, Search & Social Director; David Sapinski, Account Director; Peter Niemi, Strategy Director; Michael Castonguay, Controller

Recent Executive Hires: Peter Niemi, Strategy Dir.; Michael Castonguay, Controller

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

2018 North American Revenue: \$9,800,000

2018 U.S. billings breakdown (%)

2018 professional digital/web/mobile:	39
2018 professional print ads:	14
2018 consumer digital/web/mobile:	41
2018 consumer print ads:	4
2018 market research/data/analytics:	2

AOR Clients: 7 (2018); 5 (2017)

Project-based clients: 32 (2018); 31 (2017)

Current healthcare/pharma accounts: LEO Pharma, Enstilar, Picato, Mallinckrodt Pharmaceuticals, Acthar, Sunovion Pharmaceuticals, Lonhala Magnair, EyePoint Pharmaceuticals, DEXYCU, Proteus, Radius Health, TYM-LOS, Lucemyra, Lexicon Pharmaceuticals Xermelo, Silenor and Tudorza

Number of accounts gained in 2018: 11

Details of Accounts Gained: LEO Pharma; LEO Pharma, Enstilar, Picato; Mallinckrodt, Acthar; Sunovion Pharmaceuticals, Lonhala Magnair; EyePoint Pharmaceuticals, DEXYCU; Proteus; Otsuka;

Details of accounts lost in 2018: Alnylam Pharmaceuticals, Patisiran; MIST Pharmaceuticals, Stendra (Acquired); Mylan Pharmaceuticals; Dymista

Sonic Health

2900 Bristol Street, Suite D201, Costa Mesa, CA 92626

URL: www.sonichealth.com

Founded: 2014

Full-time employees: 6 (2018); 6 (2017)

Office Locations: Costa Mesa, California.

Senior Management: Ross Fetterolf, Co-Founder, Marketing Scientist; Fabio Gratton, Co-Founder, Innovation Catalyst

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

2018 North American Revenue: \$3,100,000

2018 U.S. billings breakdown (%)

2018 sales materials:	10
2018 professional digital/web/mobile:	20
2018 professional print ads:	10
2018 consumer digital/web/mobile:	40
2018 consumer print ads:	10
2018 market research/data/analytics:	10

AOR Clients: 2 (2018); 2 (2017)

Project-based clients: 5 (2018); 3 (2017)

Current healthcare/pharma accounts: ResTORbio; Ultragenyx; Zogenix; Jazz Pharmaceuticals; Erytech Pharma; Alexion Pharmaceuticals; Pfizer

Number of accounts gained in 2018: 6

Details of Accounts Gained: ResTORbio; Ultragenyx; Zogenix; Jazz Pharmaceuticals; Erytech Pharma; Pfizer

Details of accounts resigned in 2018: Avita Medical, ReCell

Sound Healthcare Communications

200 Crossing Blvd, Bridgewater, NJ 8807

URL: sound-hc.com

Founded: 2014

Full-time employees: 65 (2018); 45 (2017)

Office Locations: Bridgewater, NJ

Senior Management: Jeff Hack, Managing Partner, Executive Creative Director; Ryan Perkins, Managing Partner, Executive Director of Client Services; Nick Rhodin, Managing Partner, Executive Director of Strategic Planning; Trevor Fusaro, SVP, Strategic Planning Director; Jonathan Pecarsky, SVP, Director of Client Services; Ed Stehlin, SVP, Creative Director

Recent Executive Hires: Jonathan Pecarsky, SVP, Director of Client Services, formerly VP, Account Group Supervisor at FBC Cure; Ed Stehlin, SVP, Creative Director, formerly VP, ACD at FCB Health; Christie Whitehead, SVP, Account Group Supervisor, formerly VP, Account Group Supervisor at H4B Chelsea; Carol Huevo-Ahmad, SVP, Account Group Supervisor, formerly VP, Management Director at Area 23

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

2018 North American Revenue: \$12,200,000

2018 U.S. billings breakdown (%)

2018 sales materials:	30
2018 professional digital/web/mobile:	25
2018 professional print ads:	5
2018 consumer digital/web/mobile:	10
2018 consumer print ads:	5
2018 direct marketing:	20
2018 mar-tech/ad-tech:	5

AOR Clients: 12 (2018); 9 (2017)

Project-based clients: 6 (2018); 5 (2017)

Current healthcare/pharma accounts: AbbVie, Mavyret; Bausch Health, Relistor; Boehringer Ingelheim/Eli Lilly, OFEV Global, Diabetes Franchise Strategy, Marketing Training; Incyte, Jakafi, INCB50465, Itacitinib; Pfizer, Benefix, Xyntha, Eleyso, Somavert, Genotropin, Sayana Press; Recro Pharma, IV Meloxicam; Tris Pharma, Dyanavel XR, Qullivant ER/XR; Pharmacosmos, Monofer

Number of accounts gained in 2018: 5

Details of Accounts Gained: Boehringer Ingelheim/Eli Lilly, OFEV Global; Incyte, Jakafi; Pfizer, Sayana Press; Recro Pharma, IV Meloxicam; Pharmacosmos, Monofer

Details of accounts resigned in 2018: Pharming Group, Ruconest

Splice Agency

1250 45th Street, Suite 250, Emeryville, CA 94608

URL: www.spliceagency.com

Founded: 2016

Full-time employees: 27 (2018); 4 (2017)

Office Locations: Emeryville, CA

Senior Management: Paul Hagopian, Founder, Client Partnerships; Joshua McCasland, Founder, Content Direction; Jonathan Peischl, Founder, Strategy & Innovation; Kevin Stokes, Founder, Creative Direction; KC Maher, Managing Partner, People & Finance



AD DESCRIPTION: SPLICE developed HCP and patient campaigns for TAVALISSE indicated for chronic ITP. Tasked with increasing awareness of the rare disease and TAVALISSE use, the multi-channel campaigns challenge the conventional way of treating ITP (increasing platelet counts) and highlight the mechanism of TAVALISSE, which limits platelet destruction.

WHAT MAKES IT SPECIAL? The shield and warrior position of the hero in the TAVALISSE HCP campaign infers the protective nature of the mechanism of action and exudes a spirit of safety and strength—a rallying cry for HCPs to consider an alternative approach to treatment as a means of empowering their patients.

Recent Executive Hires: Matt Eade, Director of Creative Operation, formerly with W20 where he held a similar title.

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Public health/nonprofit/NGO

2018 North American Revenue: \$6,400,000

2018 U.S. billings breakdown (%)

2018 sales materials:	35
2018 professional digital/web/mobile:	25
2018 professional print ads:	10
2018 consumer digital/web/mobile:	10
2018 consumer print ads:	5
2018 promotional medical education:	5
2018 direct marketing:	5
2018 market research/data/analytics:	5

AOR Clients: 4 (2018); 2 (2017)

Project-based clients: 7 (2018); 5 (2017)

Current healthcare/pharma accounts: Santen Pharmaceutical, Device Microshunt, Research and Development; Pharmaceuticals, Drug Tavalisse; Puma Biotechnology, Drug Nerlynx; Stryker, Device Neurovascular franchise; Arena Pharmaceuticals, drug ralinepag; Sunovion Pharmaceuticals, Drug Neohaler Franchise; Gilead Sciences, Digital Marketing Operations; Dompé Pharmaceuticals, Drug Oxervate; Seattle Genetic, Drug Adcetris; Project Open Hand, Pro Bono Marketing

Number of accounts gained in 2018: 5

Details of Accounts Gained: Santen Pharmaceutical, Device Microshunt, Research and Development; Arena Pharmaceuticals, drug ralinepag; Gilead Sciences, Digital Marketing Operations; Dompé Pharmaceuticals, Drug Oxervate; Seattle Genetic, Drug Adcetris; Project Open Hand, Pro Bono Marketing

Details of accounts lost in 2018: Arena Pharmaceuticals, drug ralinepag



Squint Metrics

640 W 28th street, 9th floor, New York, NY 10001

URL: https://www.squintmetrics.com/

Founded: 2016

Full-time employees: 86 (2018); 80 (2017)

Office Locations: New York

Senior Management: Marc Porter, Managing Director; John Leone, SVP, Strategy & Analytics; Brian Kerrigan, VP, Director of Product

Capabilities/Services Offered: Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Market research/data/analytics

2018 North American Revenue: \$1,030,000

2018 U.S. billings breakdown (%)

2018 professional digital/web/mobile:	20
2018 consumer digital/web/mobile:	20
2018 market research/data/analytics:	30
2018 mar-tech/ad-tech:	30

AOR Clients: 1 (2018); 2 (2017)

Project-based clients: 5 (2018); 7 (2017)



Current healthcare/pharma accounts: Biogen (TECFIDERA, TYSABRI) Immunomedics (sacituzumab govitecan) Pacira BioSciences (EXPAREL) InterPRO Bioscience (Multiple sclerosis, porphyria, overactive bladder categories) Apellis Pharmaceuticals (pipeline products)

Number of accounts gained in 2018: 1

Details of Accounts Gained: Immunomedics (sacituzumab govitecan)

Details of accounts resigned in 2018: ZS Pharma (pipeline product) Janssen Biotech (IBD category)

StoneArch

710 South 2nd Street, Minneapolis, MN 55401

URL: www.stonearchcreative.com

Founded: 1984

Full-time employees: 36 (2018); 40 (2017)

Office Locations: Minneapolis, MN

Senior Management: Marcia Miller, President and CEO; Amy Wexler, Chief Operations Officer; Susan Christian, Chief Financial Officer

Recent Executive Hires: Susan Christian, CFO. Previously VP, Sales Operations and Special Projects at Teleflex (formerly Vascular Solutions)

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

2018 North American Revenue: \$9,700,000

2018 U.S. billings breakdown (%)

2018 sales materials:	15
2018 professional digital/web/mobile:	45
2018 professional print ads:	7
2018 consumer digital/web/mobile:	21
2018 consumer print ads:	5
2018 direct marketing:	2
2018 market research/data/analytics:	5

AOR Clients: 5 (2018); 5 (2017)

Project-based clients: 31 (2018); 31 (2017)

Current healthcare/pharma accounts: 3M Health Care, Infection Prevention Division; Abbott, Cardiac Rhythm Management (CRM), Heart Failure, Point of Care Diagnostics, Mechanical Circulatory Support; ACIST Medical Systems, HDi, RXi, CVi, Navvus, Kodama; Axogen, Avance, Axoguard, Avive, Axotouch, Acroval, ReSensation™; Be the Match; Best Buy, Assured Living; Bind Therapeutics, Bind On-Demand Health Insurance; Biocompatibles, Varithena, EKOS; Clariant, Healthcare Polymer Solutions; CryoLife; Elekta, MOSAIQ, MR-linac; EOS Imaging; Hennepin Health; Hillrom Services, Acute Care, Clinical Workflow Solutions, Respiratory Solutions, Construction Solutions; ImpediMed, SOZO; Jazz Pharmaceuticals; Leading Age Minnesota, MC3 Cardiopulmonary, Crescent; Medela Healthcare, Wound Care Division; Medela, PersonalFit Flex Breastshield, The Mom's Room; Medtronic, Cardiovascular Group, Pelvic Health & Gastric Therapies; Merz Aesthetics, DESCRIBE; Optos North America; Oticon, Opn; Opn Play, Opn Custom, Siya, Dynamo; Park Dental; Philips (Spectranetics), Stellarex; Phillips-Medsize; Prime Therapeutics; Rational Vaccines; Raymond James and Associates; SPOK; Stratysys; Teleflex, Interventional Division; Upsher-Smith Laboratories, Qudexy XR; Vigadrone; Urotronic, OPTILUME; Veracyte, Afima, Percepta, Envisia; Vigilanz; Vital Images; Well Living Lab; Wuxi AppTec, Laboratory Testing Division

Number of accounts gained in 2018: 10

Details of Accounts Gained: Axogen, Avance, Axoguard, Avive, Axotouch, Acroval, ReSensation; Best Buy, Assured Living; Clariant, Healthcare Polymer Solutions; Hennepin Health; Prime Therapeutics; Rational Vaccines; SPOK; Vital Images; Well Living Lab; Wuxi AppTec, Laboratory Testing Division

Details of accounts lost in 2018: Baxter Healthcare Corporation; Celcuity; International Dairy Queen; MD Biosciences; NuVasive; Posey Medical; ReShape LifeSciences; Sterilmed; Torax Medical; Veran Medical

Strikeforce Communications

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

URL: strikeforcenyc.com

Founded: 2008

Full-time employees: 25 (2018); 30 (2017)

Office Locations: 1 Little West 12th Street NY, NY 10014

Senior Management: Founder, CEO - Mike Rutstein; Partner, Managing Director - Patricia Prugno

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); OTC/wellness; Digital (it's a separate practice within your agency or expertise is diffused throughout); Public health/non-profit/NGO; Market research/data/analytics

2018 North American Revenue: \$12,000,000

2018 U.S. billings breakdown (%)

2018 sales materials:	10
2018 professional print ads:	5
2018 consumer print ads:	15
2018 consumer broadcast:	70

AOR Clients: 3 (2018); 2 (2017)

Project-based clients: 10 (2018); 7 (2017)

Current healthcare/pharma accounts: Gilead Sciences, Harvoni, Vosevi, Disease Awareness; Acadia Pharmaceuticals, Nuplazid PDF Disease Awareness, Nuplazid Brand; Amniox Medical, Neox, Clarix, Clarix Flo, Respina; Artelon, New Products; Michael J. Fox Foundation; NxStage, Corporate; Novabay Pharmaceuticals, Avenova; Mobius, Mitosol; Alcon, IOLs

Number of accounts gained in 2018: 4

Details of Accounts Gained: Gilead Sciences, HIV Franchise; Novabay Pharmaceuticals, Avenova; Mobius, Mitosol; NxStage, Corporate

Details of accounts lost in 2018: Gilead Sciences, Epclusa

Symbiotix

1020 Monarch St, Suite 200, Lexington, KY 40513

URL: symbiotix.com

Founded: 1998

Parent Company Name: Havas Health & You

Full-time employees: 55 (2018); 48 (2017)

Office Locations: New York; Lexington, KY; Hamilton, NJ; Montreal, QC

Senior Management: Sally Jagelman—President; John Ponsoll—Executive Vice President; Andy Willmer—Executive Vice President, Strategy & Innovation; Alfonso Formariz—Executive Vice President, Client Services; Melissa Rondeau—Vice President, Clinical Services

Capabilities/Services Offered: Professional (marketplace/sales); Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Market research/data/analytics

AOR Clients: 14 (2018); 8 (2017)

Project-based clients: 14 (2018); 28 (2017)

Synapse

750 third ave, suite 10002, New York, NY 10017

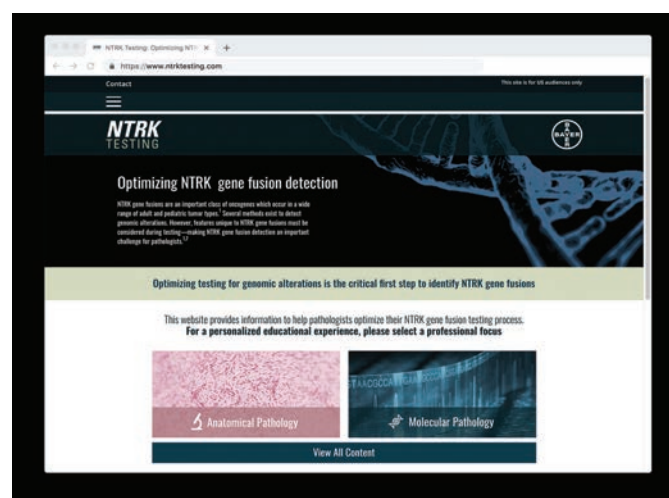
URL: <http://www.synapseny.com/>

Founded: 2005

Full-time employees: 155 (2018); 140 (2017)

Office Locations: New York City, Washington DC

Senior Management: 13. List all members of the agency's senior management and titles: * Stephanie Jenkins- Executive Vice President,



DESCRIPTION: For pathologists, testing for new biomarkers, such as NTRK gene fusions, requires deep knowledge of the biomarker itself as well as the testing methodologies. To address these educational needs, NTRKtesting.com comprises a catalog of curated content, self-assessments, and expert videos.

WHAT MAKES IT SPECIAL? NTRKtesting.com prioritizes best practices and actionable guidance for pathologists looking to incorporate NTRK gene fusion testing into their laboratories.

Account Services Matt Murphy- Executive Vice President, Account Services Matt Murphy- Executive Vice President, Account Services

Capabilities/Services Offered: Professional (marketplace/sales); Consumer (Rx); Relationship marketing/direct; Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics; patient journey analytics/patient finding analytics

2018 North American Revenue: \$35,000,000

2018 U.S. billings breakdown (%)

2018 sales materials:	12
2018 professional digital/web/mobile:	25
2018 professional print ads:	5
2018 consumer digital/web/mobile:	1
2018 consumer print ads:	1
2018 promotional medical education:	25
2018 direct marketing:	11
2018 market research/data/analytics:	20

AOR Clients: 17 (2018); 14 (2017)

Number of accounts gained in 2018: 3



Syneos Health Communications

200 Vesey Street, New York, NY 10281

URL: syneoshealthcommunications.com

Founded: 2017

Parent Company Name: Syneos Health

Full-time employees: 1095 (2018); 1139 (2017)

Office Locations: In North America, Syneos Health Communications has multiple office locations offering solutions specifically tailored to our clients' most important challenges. Clients can choose to work with one of our best-in-class agencies or work with us to custom-build a team across disciplines to perfectly fit their needs. Locations include: ■ Charlotte ■ Chicago ■ Columbus ■ Dallas ■ Montreal ■ Newtown ■ New York City ■ Philadelphia ■ San Francisco ■ Santa Monica ■ Saratoga Springs ■ Seattle ■ Toronto

Senior Management: North American Centralized Leadership: ■ Lisa Stockman, President, Communications (co-lead Syneos Health Communications) ■ Sonja Foster-Storch, President, Advertising (co-lead Syneos Health Communications) ■ Amy Hutnik, Chief Growth & Transformation Officer ■ Diane Turek-Pire, Head of People ■ Dan Zaret, Chief Financial Officer ■ Baba Shetty, Chief Strategy Officer ■ Leigh Householder, Managing Director, Insights & Innovation ■ Ilya Vedrashko, Managing Director, Applied Data Science ■ Eleanor Petigrow, Managing Director, Business Development Strategy & Operations ■ Colleen Burns, VP, Communications BD and Market Development North American Agency Leadership: ■ Wendy Balter, President, Cadent Medical Communications ■ Jeanine O' Kane, President, Public Relations ■ Christie Anbar, Managing Director, Chamberlain Healthcare PR ■ Lisa Waters, Managing Director, Chandler Chicco Agency LA ■ Andrea Dagger, Managing Director, Chandler Chicco Agency NY ■ Shauna Keogh, Managing Director, Bio-sector 2 ■ Kim Johnson, President, GSW NY, LA ■ Dan Smith, President, GSW Columbus ■ Marc Jazvac, President, GSW Canada ■ Nancy Feiner, Managing Director, Commercial Integration Communications ■ Joe Daley, President, Addison Whitney ■ Katherine Seay, Managing Director, Managed Markets Communications ■ Dave Querry, President, Navicor

Recent Executive Hires: Ilya Vedrashko, Managing Director, Applied Data Science, Previous Title: SVP, Director of Insights & Strategy Previous, Employer: Origin CBI. Carolyn Stephenson, SVP, Insights & Strategy, Previous Title: SVP, Strategy, Previous Employer: SBC Advertising. Steve Marino, Managing Director, Digital, Social & Analytics, Previous Title: President & Chief Strategy Officer, Previous Employer: agencyQ. Colleen Burns, VP, Communications BD and Market Development Previous Title: Chief Marketing Strategist, Previous Employer: CBM

Capabilities/Services Offered: Consumer (Rx); OTC/wellness; Relationship marketing/direct; Media planning + buying (consumer or professional); Med ed (on-label, non-CME type); Digital (it's a separate practice within your agency or expertise is diffused throughout); Payer/managed markets/access; Working with health tech startups or innovative tech; Public health/non-profit/NGO; Market research/data/analytics

2018 U.S. billings breakdown (%)

2018 sales materials:	22
2018 professional digital/web/mobile:	22
2018 professional print ads:	11
2018 consumer digital/web/mobile:	2
2018 consumer print ads:	2
2018 consumer broadcast:	2
2018 promotional medical education:	8
2018 public relations:	26
2018 market research/data/analytics:	5

AOR Clients: 151 (2018); 151 (2017)



Project-based clients: 101 (2018); 101 (2017)

Current healthcare/pharma accounts: The numbers listed above represent >151 and >101.

Number of accounts gained in 2018: 84

TBWA\WorldHealth

220 E 42nd Street, New York, NY 10017

URL: <http://tbwaworldhealth.com>

Founded: 2017

Parent Company Name: Omnicom Group Inc.

Full-time employees: 289 (2018); 325 (2017)

Office Locations: New York, New York–Health Collective, New York–Wildtype, New York–Wildtype SoHo, Chicago, Jersey City, Irvine, San Francisco, Boston, Mexico City

Senior Management: Sharon Callahan, CEO; Robin Shapiro, Global President; Meaghan Onofrey, Managing Partner; Kristen Gengaro, Managing Partner; Jonathan Isaacs, Chief Creative Officer; Stephanie Schulman, Managing Partner; John Timmins, Managing Partner, Chief Strategy Officer; Risa Arin, Chief Experience Officer; Bryan Gaffin, Executive Creative Director–Wildtype.

Recent Executive Hires: Victoria Kaulback, Head of Strategy; Walter Geer, SVP, Group Creative Director/Innovation & Experience; Yoo-Jin Cho, VP, Director of Data and Analytics; Bryan Gaffin; Executive Creative Director–Wildtype; Risa Arin, Chief Experience Officer

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

AOR Clients: 39 (2018); 24 (2017)

Project-based clients: 5 (2017)

Current healthcare/pharma accounts: Alcon; Abbott Vascular; Amgen; Assisi Animal Health; AstraZeneca; Bayer Healthcare; Biosense Webster; Bluebird Bio; Boehringer Ingelheim; Braeburn; Bristol-Myers Squibb; Clearside Bio; Dova Pharmaceuticals; Ferring Pharmaceuticals; GE Healthcare; Gilead Sciences; Horizon Therapeutics; Illumina; Intra-Cellular Therapies; Johnson & Johnson; Mayo Clinic; Medicines360; Merck; Novartis; Obalon Balloon; Pfizer; Roche; Sanofi Pasteur; Santen Pharmaceutical; Sarepta Therapeutics; Seqirus; Shire; Smith & Nephew; Takeda Pharmaceutical; Teva Pharmaceutical; The Arthritis Foundation; The Global Alzheimer's Platform Foundation; VaxServe; Xeris Pharmaceuticals. *as in past years, we respectfully decline providing further details

Number of accounts gained in 2018: 10

Details of Accounts Gained: Alcon; Assisi Animal Health; AstraZeneca; Bluebird Bio; Clearside Bio; Ferring Pharmaceuticals; Horizon Therapeutics; Mayo Clinic; Roche; Sarepta Therapeutics. *as in past years, we respectfully decline providing further details

Triple Threat Communications

140 East Ridgewood Ave. Suite 415ST, Paramus, NJ 7430

URL: www.ttchealth.com

Founded: 2005

Full-time employees: 45 (2018); 40 (2017)

Office Locations: Paramus, NJ

Senior Management: Tim Frank, Owner/Managing Partner Aleisha Ivey, Comptroller Bob Hogan, EVP, Director of Consumer Services Meher Khambata, Director of Production & Operations John Lopos, EVP, Head of Commercial Strategy Jesse Pease, Head of Digital Jeff Perino, Head of Creative, Copy Francesca Harris, Head of Creative, Art

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

2018 North American Revenue: \$12,800,000

2018 U.S. billings breakdown (%)

2018 sales materials:	60
2018 professional digital/web/mobile:	20
2018 professional print ads:	5
2018 consumer digital/web/mobile:	5
2018 consumer print ads:	5
2018 promotional medical education:	5

AOR Clients: 5 (2018); 3 (2017)

Project-based clients: 9 (2018); 4 (2017)

Current healthcare/pharma accounts: AstraZeneca, Sobi, Innocoll

Number of accounts gained in 2018: 3

VIVO Agency

5 Walnut Grove Drive, Suite 200, Horsham, PA 19044

URL: <https://vivoagency.com/>

Founded: 2006

Full-time employees: 26 (2018); 24 (2017)

Office Locations: Horsham, PA office location– 5 Walnut Grove Drive, Suite 200, Horsham, PA 19044 San Diego, CA office– 600 B Street, Suite 300, San Diego, CA 92101

Senior Management: Tom Dudnyk, President; Kristin Keller, Executive Vice President; Mike Nuckols, Creative Director; Teresa Sanchez, Director of Strategy and Research; Jeff St. Onge, Group Account Director; Steve Clark, Group Account Director

Recent Executive Hires: Stable leadership team for the last 12 months

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

2018 North American Revenue: \$6,000,000

2018 U.S. billings breakdown (%)

2018 sales materials:	15
2018 professional digital/web/mobile:	20
2018 professional print ads:	20
2018 consumer digital/web/mobile:	5
2018 promotional medical education:	5
2018 direct marketing:	15
2018 market research/data/analytics:	20

AOR Clients: 9 (2018); 8 (2017)

Project-based clients: 11 (2018); 6 (2017)

Current healthcare/pharma accounts: Roche Diagnostics; Philips Healthcare; Boston Scientific; Gore Medical; CooperVision; Hycor Biomedical; eNeura; KCI; On Lok; Pristine Surgical

Number of accounts gained in 2018: 6

Details of Accounts Gained: VIVO expanded its AOR partnerships with a win for a major launch at KCI, as well as adding several new project-based clients to its portfolio, including Pristine Surgical, Realytics, Medela Healthcare, and Confluent Medical. Existing clients include Philips Healthcare, Roche Diagnostics, CooperVision, Boston Scientific, Hycor Biomedical, eNeura, and WL Gore.

Details of accounts lost in 2018: Did not lose any clients in 2018.

Details of accounts resigned in 2018: No accounts resigned in 2018.

VMLY&R

3 Columbus Circle, New York, NY 10019

URL: www.vmlyr.com

Founded: 2018

Parent Company Name: WPP

Full-time employees: 7000 (2018)

Office Locations: 1. Atlanta 2. Austin, Texas 3. Chicago 4. Cincinnati 5. Dallas 6. Detroit 7. Kalamazoo, Michigan 8. Kansas City, Missouri 9. Memphis, Tennessee 10. Miami 11. Minneapolis 12. Nashville, Tennessee 13. New York City 14. Rogers, Arkansas 15. San Francisco 16. Seattle 17. Warren, New Jersey 18. Washington, D.C. 19. White Salmon, Washington

Senior Management: VMLY&R's global leadership consists of: ■ Global CEO: Jon Cook ■ Global President: Eric Campbell ■ Global Chief Creative Officer: Debbi Vandeven ■ Global Chief Marketing Officer: Beth Wade ■ Global Chief Growth Officer: JJ Schmuckler ■ Global Chief Experience Officer: Jeff Geheb ■ Chief Business Officer, Healthcare: Howard Courtemanche

Recent Executive Hires: Stefan Himpe, Global Chief Financial Officer
Previous title and employer: Global Chief Financial Officer/Chief Operating Officer at Geometry Global

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

Number of accounts gained in 2018: 8

Details of Accounts Gained: *Boehringer Ingelheim - Equine *Merck - Keytruda *Tenet Health *Nature's Bounty *Genentech - Ocrevus *Lifescan Diabetes *American Academy of Family Physicians

W2O

50 Francisco St. Suite 400, San Francisco, CA 94133

URL: https://www.w2ogroup.com

Founded: 2001

Full-time employees: 721 (2018); 651 (2017)

Office Locations: 1. Atlanta, GA 2. Austin, TX 3. Boston, MA 4. Chicago, IL 5. Florham Park, NJ 6. Los Angeles, CA 7. Minneapolis, MN 8. New Hope, PA 9. New York, NY 10. Philadelphia, PA 11. San Francisco, CA (HQ) 12. Washington, DC 13. Wilmington, NC

Senior Management: ■ Jim Weiss, Founder & CEO ■ Jennifer Gottlieb, President ■ Richard Neave, Chief Financial Officer ■ Deborah Hankin, Chief People Officer ■ Adam Cossman, Chief Digital Officer ■ Andrea Johnston, President, W2O pure ■ Kevin Johnson, President, W2O marketing ■ Mary Corcoran, President, W2O twist ■ Paulo Simas, Chief Creative Officer ■ Seth Duncan, Chief Analytics Officer ■ Angela Gillespie, President, W2O wcg ■ Gary Grates, Chief Communications Officer ■ Anita

Bose, Chief Business Development Officer ■ Jeff Rohwer, Chief Strategy Officer ■ Annalise Coady, President, EMEA ■ Emily Poe, Chief Client Officer ■ Aaron Strout, Chief Marketing Officer ■ Bob Pearson, Senior Advisor ■ Mike Huckman, Global Practice Leader, Executive Communications

Recent Executive Hires: Deborah Hankin, Chief People Officer - Previous employer: SYPartners Keri Mattox, Practice Leader - Previous employer: AmerisourceBergen

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

2018 North American Revenue: \$162,000,000

AOR Clients: 15 (2018); 7 (2017)

Current healthcare/pharma accounts: KEY CLIENTS: CVS Health; Genentech/Roche; Horizon Therapeutics; National Pharmaceutical Council; Sarepta Therapeutics; Takeda Pharmaceutical NEW CLIENTS: Arbor Pharmaceuticals; Cedar Pharmaceuticals; Exact Sciences; Seqirus

Number of accounts gained in 2018: 42

Wunderman Thompson Health

466 Lexington Avenue, New York, NY 10017

URL: https://www.wundermanhealth.com

Founded: 2019

Parent Company Name: WPP

Full-time employees: 680 (2018)

Office Locations: New York, NY Washington, DC Kansas City, KS St. Louis, MO Stamford, CT Toronto, Canada The above list includes locations in the Wunderman Thompson network that are primarily dedicated to serving the healthcare industry. Additionally, Wunderman Thompson Health has embedded healthcare expertise in other offices across North America and we continue to strengthen our global footprint through offices in key locations around the world.

Senior Management: Becky Chidester, CEO Jeff Ross, Global Client Partner, DC Lead Mike Burns, Global Client Partner, St. Louis Lead William Martino, Global Client Partner, NYC Lead Barbara Blasso, President, IMsci, Medical Education Destry Sulkes, Chief Customer Experience Officer Mike Duke, Chief Data & Analytics Officer Nichole Davies, Chief Strategy Officer Tuesday Poliak, Chief Creative Officer Cassandra Sinclair, Global Client Partner Katie Baldwin, Global Client Partner Maureen Quattrochi, Chief Financial Officer

Recent Executive Hires: Destry Sulkes, MD, MBA joined our team earlier this year to establish and lead our new Customer Experience Practice. Recently named by MM&M a 2019 Healthcare Catalyst, Destry previously was Chief Data Officer of WPP Health.

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