



**Agnes Huff Communications Group was integral in the development of the brand identity for Nelson Spine Institute (NSI). Working closely with NSI founder and medical director Dr. Russell Nelson, an accomplished spine surgeon, the agency used a comprehensive program that incorporated site development and content seeding, collateral development, media relations and advertising to establish NSI as a leading resource for spine care in Southern California.**

## AGNES HUFF COMMUNICATIONS

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**Agnes Huff, Ph.D., President/CEO**  
**Anna Jerden, Account Director**

Agnes Huff Communications Group (AHCG) is a full service PR agency specializing in strategic communications, brand building, media relations and crisis/reputation management. The firm's healthcare practice continues to engage audiences and achieve milestones for clients through consumer motivation and education, influence and awareness building in fields comprising pharmaceutical, biotechnology, diagnostic devices, healthcare consumer technology, hospital and university, specialty services, practice management, nutraceutical and veterinary medicine.

Employing Smarter Marketing

Solutions<sup>®</sup> founded on the disciplines of psychology, the firm focuses on key research, delivering effective solutions, including strategic public relations counseling, media relations, crisis planning, online marketing, product launches, promotions, events and community outreach. An integrated methodology combines traditional and emerging media, applying a 360-degree spectrum to maximally impact core audiences.

AHCG's strategists have developed global launch campaigns for Allergan's ophthalmic and dermatology divisions, Philips' Sonicare brand and Medtronic MiniMed's diabetes insulin pump. The firm's team has also handled communications for Los Angeles' historic 100-year-old Orthopaedic Hospital, Santa Monica-UCLA Medical Center, Nelson Spine Institute, Doheny Eye Institute, VCA-Antech and the Joint Replacement Institute, among others.

Well known for strategic management of clients' high stakes, high visibility issues, AHCG employs its proprietary multi-disci-

plinary communications system, E-SURGE<sup>®</sup> to protect brands and repair reputational damage.

Established in 1995, the agency founded the PR Agency Network with affiliates in Boston, Chicago, Dallas, Los Angeles, Miami, New York, and Washington, D.C.

## AIRFOIL PR

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Airfoil works with companies that provide technology solutions to some of the healthcare industry's most prominent medical centers and hospitals to assist with their implementation of electronic medical records and other innovative processes. Similarly, we work with major healthcare providers themselves on all aspects of their strategic communications programs. Medical devices and cosmetic services represent emerging areas for Airfoil within the broad healthcare industry.

This practice is structured to provide crucial public relations services to healthcare corporations, hospitals, medical centers, software providers, medical research firms, companies offering medical products and medical services, donor campaigns for medical organizations, and non-profit groups focused on medical issues.

## APCO WORLDWIDE

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**Margery Kraus, President & CEO**  
**Neal Cohen, CEO, Americas**  
**Brad Staples, CEO, EMEA**  
**Chris Murck, CEO, Asia**  
**Robert Schooling, Chair,**  
*Worldwide Health Care Practice*

APCO Worldwide understands the complex public policy, regulatory, political and reputational challenges facing the health care industry. Our senior talent provides strategic counsel, while our

global presence offers unparalleled reach to policy-makers and stakeholders in every market.

Founded in 1984, APCO is an independent global communication consultancy which includes among its clients seven of the top 10 companies on *Fortune's* Global 500. Core services include antitrust and competition; coalition building; corporate, internal, investor, litigation and online communication; corporate responsibility; creative services; crisis management; issue management; trade policy; government relations; media relations; opinion research; and positioning.

APCO is a certified majority women-owned business.

## BERNIE ILSON PR

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**Bernard Ilson, Ph.D., President**  
**Martin Hassner, Associate**

We are one of the most successful small agencies in the PR business and have been known for our placement and creative campaigns for 40 years.

We are very active in health and medical areas and bolster it with our contacts and national clients in publishing and entertainment.

Among our medical and health clients, past and present, are Hypertension Center at NY-Cornell Hospital, Sister to Sister-Everyone Has a Heart Foundation, the American Society for Hypertension, Procter & Gamble, Shaklee Vitamins, American Digestive Disease Society, Liberty Mutual, Bristol-Myers and Green Mountain Weight Control Community.

We were instrumental in starting the Atkins Weight Loss craze for Dr. Atkins and also the need for vitamins and supplements when we helped to make H. E. Newbold's "Meganutrients" a ten year best seller.

We have been sought out by almost all of the top ten PR agencies to help them bring originality and placements to new product campaigns.

**BIOSECTOR 2**

an inVentiv health company  
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**Lisa Stockman, Managing Director**

With offices in New York, Los Angeles and London, B2 is a global healthcare public relations agency and partner to some of the industry's most visionary companies. Our dynamic and collaborative team is as much on the cutting edge of communications as our clients are on the cutting edge of science. From biotech to big pharma, device to diagnostics and everything in between, B2 delivers groundbreaking programs to improve people's lives. As part of the Chandler Chicco Companies, B2 provides clients with integrated services including design, research and measurement, and branding.

**CAPSTRAT**

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919/828-0806  
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**Ken Eudy, CEO**  
**Karen Albritton, President**

Capstrat recognizes that the changing face of health care challenges every sector of the industry. We bring extensive experience to the complex regulatory and political environments in which health care companies of all kinds must operate. We've helped businesses from the largest health insurer in North Carolina to a tiny medical start-up find innovative ways to reach shareholders, customers and the media. Our list of health care clients includes Merck, Blue Cross and Blue Shield of North Carolina, GlaxoSmithKline, Salix, Britthaven, NC Health and Wellness Trust Fund, Quintiles Transnational, Rex HealthCare, Siemens Medical Solutions, Talecris and UNC Health Care System.

We know how to communicate complex messages in ways that resonate with the audiences that matter most.

Capstrat was founded in 1994

and is one of the largest independent agencies in the Southeast.

**CARMICHAEL LYNCH SPONG**

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**Douglas K. Spong, APR, President**  
**Curtis Smith, Director of Business Development**

Health and wellness is a cornerstone of Carmichael Lynch Spong's capabilities.

Our Living Well™ team offers a broad range of expertise representing products, services and organizations that better people's lives. From education about nutrition, functional foods and nutraceuticals to empowering communities through fair trade to complementary and alternative medicine, our Living Well team has passion for managing a vast portfolio of strategic public relations campaigns, including education initiatives; influencer relations; reputation-building programs; media outreach campaigns; word-of-mouth and grassroots marketing; experiential marketing; and integrated marketing campaigns. Carmichael Lynch Spong understands the importance of working with industry leaders, nutritionists, health-care providers, consumer groups, academia and commodity groups on a regular basis to further clients' objectives.

We represent several leaders in the health and wellness arena including: American Humane, CaringBridge, The Clorox Company, DeCare Dental, Fair Trade Certified, Martek Biosciences, Trane's indoor air quality and energy efficiency initiative and ClearWay Minnesota's QUITPLAN Services.

This past summer, with help from Carmichael Lynch Spong, ClearWay Minnesota expanded a popular photo exhibit and took it on the road. The photo exhibit featured the stories of five Minnesotans who successfully quit smoking with the help of QUITPLAN Services. The exhibit was on display in Duluth, Cloquet, and downtown Minneapolis at the Crystal Court in the IDS Center.

Carmichael Lynch Spong is a full-service PR firm that repre-



**Carmichael Lynch Spong and ClearWay Minnesota expanded ClearWay's photo exhibit, which features the stories of five Minnesotans who successfully quit smoking with the help of QUITPLAN Services. Pictured here is exhibit participant, Randy Frazier, who was on hand at the Crystal Court in downtown Minneapolis to share his inspirational story.**

sents a select but envied portfolio of big-name clients. Ranked among the 20 largest firms in the country, Carmichael Lynch Spong has earned a national reputation as the undisputed champion of best practices.

**COONEY/WATERS GROUP**

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**Lenore Cooney, Chairman**  
**Sherri Michelstein, Lisa Weiss, Fred Lake, Tim Bird, Exec. VPs**

Cooney/Waters Group is an independent, mid-sized firm providing the full range of public relations and public affairs services to healthcare, pharmaceutical and biotechnology enterprises in the non-profit, government, academic and industrial sectors throughout the world. Headquartered in New York,

Cooney/Waters is focused exclusively in health and science across many therapeutic areas and health industries and provides all clients, regardless of size, direct involvement of a long-tenured senior team.

Ranked among the top independent health care agencies in the U.S., more than 40 communication professionals have extensive expertise in public health education, health/science communication, constituency relations/advocacy development, product launches and life cycle management, corporate reputation building and issues management. The agency serves clients on a global basis through multiple affiliate relationships forged over the past two decades.

Recently, Cooney/Waters Group formed a new company, Alembic Health Communications (www.alembichealth.com), to specialize in communications programs for clients in the area of health advocacy. Alembic, a

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**Coyne PR launched Humana's Freewheelin' bike-sharing program at the 2008 Democratic and Republican National Conventions. From left: LauraLee Munson, Lauren Ely, Wayne Catan, Linda Bernstein Jasper and Kevin Lamb.**

## Cooney/Waters Group

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wholly owned subsidiary of Cooney/Waters, offers a full range of communications services to its clients, which include the National Foundation for Infectious Diseases and the National Meningitis Association. Cooney/Waters continues to focus on marketing support, branding programs and issues management for clients including The Coca-Cola Company, UCB, sanofi pasteur, Solstice Neurosciences, Abbott Fund, Purdue Pharmaceuticals, and others.

## COOPERKATZ & CO.

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**Andy Cooper, Principal**  
**Ralph Katz, Principal**  
**Anne Green, President/COO**

CooperKatz & Co. is a mid-sized, New York City-based PR agency offering full-service capabilities to a national client base. The firm has deep expertise in supporting the needs of health providers and payers, as well as consultants that serve health organizations.

Recent experience includes Capgemini Health (later acquired

by Accenture), a leading process improvement and information technology consultant to healthcare organizations; Tefen USA, an international management consultant that designs and implements hospital business strategies and solutions; the Noblis Center for Health Innovation, a non-profit advisory group that provides objective strategic thinking and technological insights in support of health organizations' planning and performance; and U.S. Preventive Medicine, a company working to organize and advance a culture of prevention throughout America.

To these organizations, CooperKatz offers an integrated portfolio of capabilities that include brand development, communications strategy, program development, media relations/placement and online PR services. The firm's creative resources also include designing/producing meetings, events, business presentations, video/DVDs/CD ROMs, and collateral materials.

## CORINTH GROUP COMMUNICATIONS

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Founded in 1999, Corinth Group works with public and private companies and nonprofit organizations in the healthcare

sector. Our experience across the healthcare spectrum includes: Pharma/Biotechnology (Altana Pharma, AxioMed, Bristol-Myers Squibb, Eurand, Fougera, VIRxSYS, Neurobiological Technologies, Inc.); Nonprofits (American Liver Foundation, American Society for Aesthetic Plastic Surgery, The Iacocca Foundation, New York Business Group on Health); Publishing (Hippocrates, p4 Healthcare, The New England Journal of Medicine, VentureWire Lifesciences); Healthcare Delivery (The International Physicians Network, Massachusetts General Hospital); Healthcare Technology (bWell, CareGain, DestinationRx, Fiserv Health, HealthiNation, NeuroTrax, Rxaminer.com, Skylight Healthcare) and Conferences (THINK B Leadership Conference, the *Wall Street Journal* Healthcare Summit).

## COYNE PUBLIC RELATIONS

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**Thomas F. Coyne, President & CEO**  
**Kevin Lamb, Vice President,**  
*Health Care*

Coyne PR is one of the nation's leading full-service public relations agencies, representing international corporations and top national brands. Established in 1991, Coyne PR's success has been built on a foundation of unbridled creativity, a firm strategic approach, impeccable client service and superior results.

Coyne PR's health care group has extensive experience representing clients in a variety of sectors, including: managed care, consumer health and wellness, pharmaceuticals, medical devices, bioscience, information technology, public health and safety and non-profits. From medication safety to personalized medicine, biosciences to biotechnology, our team possesses a wealth of experience communicating to stakeholders across the medical and scientific spectrum.

The group has garnered more than 35 awards since 2003.

## CRT/TANAKA

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**Deborah A. Myers, Executive Vice President/Health Practice Director**

CRT/tanaka is an award-winning public relations and marketing firm known for creative solutions and workplace culture. With offices in Richmond, New York, Los Angeles and Norfolk, Va., CRT/tanaka has Health, Consumer, Corporate and Interactive practices.

The Health Practice provides 360 degree marketing and public relations counsel across healthcare channels, creating synergies that drive brand differentiation and behavioral changes. The practice's areas of emphasis include pharmaceuticals; hospitals and health systems; associations; insurance; and medical device.

The Health Practice's capabilities include strategic counsel, brand and image development, product development, media relations, interactive new media, professional and product line marketing; consumer and physician advertising, logo and package design, special events, crisis communications and issues management, and grassroots marketing and PR.

Client experience includes: VHA, Inc., a national healthcare alliance of more than 1,400 hospitals and health systems; AMERIGROUP Corporation, Bon Secours Health System, Fleet Laboratories, Intelliject, NextWave Pharmaceuticals, GlaxoSmithKline, Novation, Sage Products, Cheyenne Regional Medical Center and the Council for Responsible Nutrition.

## DKC

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**Sean Cassidy, President**  
**Robert Leonard, Executive VP**  
**Tim Sullivan, Senior VP**

DKC has a large client roster of health care providers and

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**DKC**

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offers expertise in developing and implementing brand building marketing and public relations campaigns for healthcare providers, health service companies, academic institutions and health-focused not-for-profit organizations.

Established in 1991, New York-based DKC is one of the nation's largest independent public relations and marketing firms. DKC maintains one of the highest grossing and most well-connected provider-based healthcare practices in the United States.

The firm's experience includes campaigns on behalf of: Hythiam, Pfizer, Mailman School of Public Health at Columbia University, Ortho-McNeil, and Children's Health Fund. The firm's current roster also includes 10 major acute care hospitals with various institutes of excellence among them, including: Continuum Health Partners (Beth Israel Medical Center, St. Luke's-Roosevelt, Long Island College Hospital, and Kings Highway), Saint Vincent Catholic Medical Centers, St. Francis Hospital on Long Island, Departments of Neuro-Oncology and Radiology at NYU Medical Center, Children's Hospital at Montefiore, Westchester Medical Center, Stony Brook University Medical Center, and Rudolph Giuliani Trauma Center.

**DODGE COMMUNICATIONS**

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**Brad Dodge, President/CEO**

Dodge Communications provides comprehensive, integrated marketing and public relations to companies in the healthcare industry, generating brand visibility that establishes credibility

**The November issue of O'Dwyer's PR Report will showcase firms that specialize in High-tech PR.**

For more info about this issue, contact Editor Jon Gingerich at 646/843-2080 or jon.gingerich@odwyerpr.com

and grows market share. Dodge helps clients identify and leverage their most compelling strengths and differentiators, which are then articulated through customized services designed to reach and persuade decision makers. Our services include strategic planning and identity programs, media and analyst relations, PR writing, collateral development, advertisement and direct marketing, Web design and development, and speakers' bureau and awards program management.

**EDELMAN**

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**Nancy Turett, Global President**  
**Susan Isenberg, Director, US Health Practice**

With a mastery of multiple communications channels and expertise in building trusting relationships, Edelman has helped many of the world's leading organizations and brands thrive in the business of health. Our staff — more than four hundred dedicated, smart and creative individuals — has collaborated with clients to address important global issues, including chronic disease prevention, the health technology revolution, infectious disease pandemics, and access to healthcare. Edelman's offering includes specialties in Rx Health, Consumer Health, Health Policy & Public Affairs, Corporate Health, Life Sciences, Health Alliances, and Health Media, as well as BioScience Communications, our full-service medical relations, education and publishing company.

**FLEISHMAN-HILLARD**

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**John Graham, Chairman**  
**Dave Senay, President & CEO**  
**Michael Rinaldo, Managing Director, Global Healthcare Client Relations**

Fleishman-Hillard's healthcare practice is one of the largest

and best-regarded in the communications industry. Whether navigating the sites and social networks within the digital landscape, walking the historic halls of Congress, or securing front-page positioning in the local newspaper, Fleishman-Hillard is expert at driving outcomes and business results that directly impact the bottom line. We are passionate about delivering solid strategic thinking, appropriate creative approaches, and execution that is delivered on time, on strategy, and on budget.

Fleishman-Hillard Healthcare offers unparalleled breadth and depth of public relations and public affairs expertise through an unparalleled and connected global network of diverse professionals with access and insights that challenge thinking and influence decisions. We work in virtually every sector of the industry — for profit and not-for-profit — representing all of the largest pharmaceutical companies as well as leading health foundations and institutes, patient advocacy and medical professional associations, state and federal government health initiatives, medical device manufacturers, biotech companies, leading hospital systems and academic medical centers, contract research organizations, insurance companies, and HMOs. This breadth of experience is invaluable to our clients because it means we provide counsel and strategy based on solid relationships with the key players in the industry and our deep understanding of the nuances of an increasing complicated healthcare market.

Our healthcare team is comprised of marketing and communications professionals, former healthcare journalists, healthcare policy experts, healthcare law experts, former government officials, patient recruitment specialists, and crisis communications specialists who have had substantial experience with all facets of healthcare communications.

Fleishman-Hillard's healthcare staff has developed and managed pre-launch and launch communications for more than 100 products in over 40 therapeutic categories. We have similar experience with sustaining marketing programs for drugs already on the market, having represented more than 60 drugs spanning all of the leading therapeutic categories. Communications activi-

ties have ranged from the creation of groundbreaking public education campaigns to building understanding for basic science advances, from counseling on critical corporate issues to leading sensitive alliance-building initiatives with third-party allies.

**FRENCH / WEST / VAUGHAN**

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**Rick French, President/CEO**  
**Lauren Taylor, Executive VP, Partner**  
**David Gwyn, Executive VP, Partner**  
**Jack Glasure, Chief Marketing Officer**

French/West/Vaughan (FWV) is the Southeast's largest independent public relations, public affairs and brand communications agency, and is the nation's 17th largest independently-owned PR firm. Founded in 1997, the agency is headquartered in Raleigh, N.C. and also has offices in both New York City and Tampa.

FWV's healthcare practice has ranked among the 20 largest private agency practices in the United States every year since its inception in 2003. Category experience includes private and clinical practices, research labs, health IT companies, laboratory and medical device manufacturers, drug development firms and large pharmaceutical manufacturers.

FWV specializes in helping its healthcare clients increase brand awareness among key decision makers for their product lines and services through targeted media coverage, public affairs, special events, trade show support, emerging media applications and crisis communications.

FWV's present and past healthcare clients include Pfizer, GlaxoSmithKline, New Hope Fertility Center, bioMérieux, Structure House, Wellspring, University of North Carolina Institute for Pharmacogenomics and Individualized Therapy, A4 Health Systems, Cardinal Health, CeNeRx, Foresight, MDeverywhere, Medcryption, Proctor & Gamble (Prilosec), Southtech, Sterling Healthcare and WakeMed.

**GYMR LLC**

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**Pattie Yu, Patrick J. McCabe,  
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Celebrating its 10th year, GYMR (Getting Your Message Right) is a Washington, D.C.-based public relations agency that provides health/healthcare clients with strategic communications that capitalize on the dynamics unique to Washington. GYMR's unique strength is the background of its team — government, advocacy, associations, foundations, corporations and nonprofit organizations — who execute strategies that include image and alliance building, public education campaigns and media relations to harness the formidable forces of Washington and produce successful results. The agency has counseled a wide range of clients, including trade associations, health voluntaries, coalitions, foundations, corporations, federal and state agencies and nonprofit groups.

Clients include: Advamed, America's Promise, American Academy of Family Physicians, American College of Cardiology, American College of Emergency Physicians, American College of Neuropsychopharmacology, American Psychiatric Association, Campaign for Tobacco Free Kids, Digestive Disease Week, Markle Foundation, McArthur Foundation, Mental Health America, National Association of Public Hospitals, National Institutes of Health, National Sleep Foundation, Robert Wood Johnson Foundation, University of California at San Diego and The Vision Council.

**HAGER SHARP  
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**Garry Curtis, President & CEO**

Celebrating 35 years, Hager

Sharp Inc. provides communications and public relations services to clients who want to make a difference in health communications. Firmly rooted in social marketing and behavior change theory, Hager Sharp is a leader in national health and public information programs.

Hager Sharp delivers highly personal service and creativity in strategic planning, design and implementation of award-winning national health media campaigns, often concentrating on multicultural outreach. We are partners with our clients in a full-circle approach to changing behaviors so people can lead healthier lives.

Current health clients include: National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK); National Heart, Lung, and Blood Institute; Office on Women's Health; Annie E. Casey Foundation's KIDS COUNT; National Institute of Environmental Health Science's Sister Study (a study designed to examine the underlying causes of breast cancer); and President's Cancer Panel.

These health campaigns include a full range of communications support including audience research, message development, engaging partners, producing targeted materials for health care professionals, the media and the public — especially at-risk audiences; generating media attention and creating community networks.

**HEALTHSTAR**

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**Helene Ellison, President & CEO  
Erinn White, GM/EVP RX  
Alicia Cimbora, GM/EVP  
Consumer**

HealthSTAR Public Relations is a full service agency dedicated to healthcare, medical and pharmaceutical communications. HSPR uses strategic media relations to measurably enhance corporate image and increase brand share-of-voice in connection with clinical, regulatory and marketing milestones and in coordination with medical education, promotion and direct-to-consumer advertising.

HSPR's senior leadership team has over 40 years of experience, cumulatively launching



**After back-to-back national events in the nation's capital, Washington-DC based GYMR Public Relations headed to the Big Apple to celebrate the firm's 10 year anniversary. GYMR staffers enjoyed the overnight trip this past June, dining at Tavern on the Green, and celebrating their good fortune by taking in the Broadway hit Gypsy where they met Tony-award winner Patti LuPone.**

or managing more than 100 pharmaceutical, biotech, device, diagnostics or consumer health products.

Headquartered in New York City, HSPR is a part of HealthSTAR Communications Inc., the largest independent medical communications company in the nation.

**HLB**

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**Kevin Lynch, Partner**

For more than 30 years, HLB Communications has been helping businesses and organizations amplify the impact of their marketing and communications programs. In healthcare, our senior consultants have worked closely with CEOs, presidents and top executives at the country's leading GPOs, academic medical centers, hospital and physician associations, insurance companies, patient organizations and drug and medical device manufacturers.

We deliver strategic solutions that produce results by identifying and engaging the influencers and advocates you need to be successful. Our services include everything from organizational/market assessments, thought

leadership programs to social media and community-based marketing. Healthcare is an incredibly complex and confusing arena, and we are proud of the fact that so many of our clients tell us, "You guys get it."

**JARRARD  
PHILLIPS CATE &  
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Jarrard Phillips Cate & Hancock is a healthcare public affairs firm that helps leaders of hospitals and healthcare providers navigate the toughest communications and political challenges during times of significant change or extraordinary opportunity. We help hospitals win when it counts.

Our clients turn to us to help them tackle mergers and acquisitions, workforce challenges, operational and clinical crises, issue management, grassroots mobilizations, troubling competitors, and state and local politics.

We are a team of former journalists, political operatives and healthcare marketers who have built and run 150+ healthcare campaigns on behalf of hospitals across the U.S.

**JOHN BAILEY & ASSOCS. PR, INC.**

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**John Bailey, President/CEO**  
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**Hope Brown, Account Supervisor**  
**Bekkie Thompson, Account Supervisor**  
**Neil DeVries, Account Executive**

For more than a decade, John Bailey & Associates (JB&A) has had extensive experience working in the health care industry. JB&A has proudly provided communications services, including strategic planning and counsel, crisis management counsel, executive visibility and media coaching programs, brand marketing and event management including coordinating grand openings and groundbreakings, to numerous health care industry clients such as hospitals, health systems, insurers and non-profit organizations. Additionally, we have created brochures, newsletters, annual reports and collateral materials for internal and external audiences.

In May 2008, JB&A's health care practice was recognized by *O'Dwyer's PR Report*, ranking 45th of PR firms nationwide specializing in health care public relations in net fees and is the only Michigan-based firm listed in the top 50. Currently, JB&A represents Blue Cross Blue Shield of Michigan, Campaign for Smokefree Air, Health Care Association of Michigan and the Michigan Association of Community Mental Health Boards.

**JONES PUBLIC AFFAIRS**

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**Carrie Jones, Principal,**  
*Managing Director*

Jones Public Affairs is a woman-owned, boutique health-care public affairs agency that serves patient advocacy, pharmaceutical and government entity

clients. Backed by a veteran communications specialist and advocacy strategist, the Jones Public Affairs' team is a highly knowledgeable, experienced and talented group who understands the value of public relations and science behind the clients they serve.

Balancing big agency results with small firm attention, Jones Public Affairs offers a full range of services, including strategic counsel, advocacy relations (patient and professional), customized public relations campaigns, media relations, policy support and government relations

**KATCHER VAUGHN & BAILEY**

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At Katcher Vaughn & Bailey Public Relations, we have the inside perspective on healthcare.

With evolving technology, an ever-changing reimbursement environment and increased marketing competition, the healthcare industry faces distinctive communications challenges.

Our award-winning track record includes strategically planning and implementing expansion projects, business development, professional recruiting, physician office communications, patient and community relations, employee communications, grassroots advocacy campaigns and crisis planning and management.

KVBPR's spectrum of experience includes programs for such clients as BlueCross BlueShield of Tennessee, Hospital Alliance of Tennessee, Nashville Health Care Council and the Tennessee Medical Association, among others.

**KETCHUM**

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*New York Healthcare Practice*  
**Susan Newberry, SVP/Director,**  
*Washington D.C. Healthcare Practice*

Ketchum, a global full-service public relations agency, is uniquely positioned to help today's health care organizations navigate a dynamic and complex health care environment. Our specialists have expertise spanning the health care spectrum – pharmaceutical, medical devices and biotech, managed care and health insurers, patient advocacy, professional associations and government institutions. In addition, the agency is a leader in advising clients on digital strategies.

We apply these capabilities to an array of healthcare categories including, but not limited to, AIDS/HIV, anti-infectives, cardiovascular, central nervous system, dermatology, diabetes, gastrointestinal, oncology, ophthalmology, OTC, respiratory, rheumatology and women's health.

Our global network of healthcare experts and specialists offers clients insights and experiences in scientific communications, clinical trial recruitment, advocacy relations, opinion leader development, corporate reputation, regulatory affairs, product launches, disease education, reimbursement and health policy. Clients include: Boehringer Ingelheim, GlaxoSmithKline, Johnson & Johnson, Montefiore Medical Center, Novartis, Roche, Takeda, Wyeth, Cancer Treatment Centers of America and Hospital for Special Surgery.

**KOVAK-LIKLY COMMUNICATIONS**

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**Bruce M. Likly, Principal**  
**Elizabeth D. Likly, Principal**

Kovak-Likly Communications is a leading, independent public relations and marketing communications firm focused on the pharmaceutical, biotech and medical technology industries.

Kovak-Likly distinguishes itself from other public relations agencies, by providing marketing counsel above and beyond public relations activities.

Kovak-Likly's industry and public relations experience enables the team to solve their clients' most challenging business problems; making Kovak-Likly trusted advisors and part of your corporate marketing team.

Kovak-Likly has successfully formed close working relationships

with a select number of health care clients since 1985.

Together, we will strengthen your voice in the marketplace.™

**LAVOIE GROUP**

10 Derby Square, N1  
Salem, MA 01970  
978/745-4200  
info@lavoiegroup.com  
www.lavoiegroup.com

**Donna LaVoie, President & CEO**

Founded in 2001, LaVoie Group provides marketing strategy, integrated corporate communications, investor relations and public relations to life sciences and healthcare companies. Offering strategic, personalized service with a senior team and targeted, integrated programs tailored to each client's life cycle. We provide deep understanding of many healthcare sectors including, biotechnology, pharmaceuticals, specialty pharmaceuticals, drug delivery, and drug development. Our long-term relationships with key media, analysts, investors and bankers and extensive experience with venture capital, make us a trusted partner to your organization.

**LIPPE TAYLOR**

235 Park Avenue South  
New York, NY 10003  
212/598-4400  
www.lippetailor.com

**Maureen Lippe, President**  
**Gerald Taylor, General Manager**

Lippe Taylor is an award-winning, fiercely independent agency specializing in reaching women with exciting, and engaging campaigns. We are all about moving the sales needle.

Our healthcare practice is staffed with seasoned professionals including brand strategists and senior social marketing gurus.

Lippe Taylor understands women via our proprietary DTW: Direct-to-Women®, DTM: Direct-to-Moms® and Direct to Teens®: DTT methodologies.

We have received multiple industry awards, including 2008 top honors from *PR Week* and the *Holmes Report*. Lippe Taylor is also a two-time winner of *PR Week's* Consumer Launch of the Year.

We are Lippe Taylor — speak to us about speaking to her.

### MAKOVSKY + CO.

16 East 34th Street  
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www.makovsky.com  
gbashe@makovsky.com

**Ken Makovsky**, President & CEO  
**Gil Bashe**, EVP, Health Practice  
**Kristie Kuhl**, SVP, Health Practice

Founded 29 years ago, Makovsky + Company is noted for its "power of specialized thinking," the driving force behind an agency-wide focus on clients, products and issues requiring a high level of category understanding and professional experience. Makovsky Health Practice is well regarded for outstanding performance in "issues-marketing communications" — the ability to take on clinical, legal or policy concerns impacting brand growth. The measure of our success, and the reward for our passion for client delight, has been 96 percent client retention during the past four years.

2008 clients include: Abbott, Alexion, AccuVein, Bausch & Lomb, BioTrove, Covidien, H. D. Smith, Johnson & Johnson, sanofi-aventis, Scleroderma Foundation and Tercia.

### MARX LAYNE & COMPANY

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mlayne@marxlayne.com

**Michael Layne**, Partner

Since 1987, our Healthcare group has provided communication and marketing support to pharmaceutical companies, insurance companies, healthcare facilities and medical groups by applying a strategic array of communication tools and extensive experience.

Our account team includes executives with extensive healthcare marketing backgrounds. We work regularly with trade, print and broadcast journalists covering a broad range of health issues. Our experience includes work with the state's largest hospice, a global pharmaceutical manufacturer, a statewide coalition of healthcare professionals, medical practice

groups and individual physicians. Together with our Public Affairs practice, our Healthcare group is knowledgeable about consumer concerns and public policy discussions involving senior care issues, health insurance benefits, prescription costs and importation, home care, Medicare and Medicaid strains and other high-impact subjects.

Our areas of expertise include public relations counsel, media relations, media training, reputation management, speech writing, interactive marketing, public affairs, employee relations, special events, branding and graphic design and adversity communications.

### MCS

1420 State Highway 206  
Bedminster, NJ 07921  
908/234-9900  
www.mcspr.com

**Joe Boyd**, CEO  
**Jeff Hoyak**, President

Creativity. As an independent healthcare public relations agency MCS is recognized for its strategic focus, creativity and knowledge of issues affecting the pharmaceutical industry. Our expertise in healthcare communications allows us to effectively address the evolving issues facing the dynamic pharmaceutical and biotechnology industries.

Service. From developing innovative consumer awareness campaigns to helping effect change in the way physicians practice medicine, MCS has medical communications experience in virtually every therapeutic category. Our services include corporate and product communications, issues management and crisis preparedness, media training and social media counsel.

Results. While the needs of each client differ, the fundamentals of creative conception, strategic planning, professional execution and results that return the client's investment define every project.

Since its founding in 1985, MCS has worked with the world's leading pharmaceutical and biotechnology companies, as well as major medical and patient advocacy organizations. Current clients include Schering-Plough, Genentech, CSL Behring, Sciele Pharma, Reckitt Benckiser and the Yul Brynner Head & Neck Cancer Foundation.

### MOORE CONSULTING GROUP, INC.

2011 Delta Boulevard  
Tallahassee, Florida 32303  
850/224-0174  
Fax: 850/224-9286  
www.moore-pr.com

**Karen Moore**, CEO/President, CPRC, APR  
**Terrie Glover Ard**, Senior Vice President, CPRC, APR

Moore Consulting Group has been recognized as a leader in healthcare since 1992, when it achieved international attention and stellar results for promoting innovative research to help detect melanoma cancer. Since then, the integrated communications firm has helped hospitals rebrand their image, implemented public affairs and advocacy programs for PhRMA, and represented national and global pharmaceutical and biotech companies and major healthcare associations, including the Florida Academy of Family Physicians, American Lung Association and NAMI.

Moore Consulting Group has orchestrated educational outreach to various target audiences, including elected officials, key influencers, provider groups and associations for healthcare access and prevention issues. Karen Moore has testified before the U.S. House and Senate Healthcare and Appropriations Committees on Medicare and Medicaid. With national rankings from *O'Dwyers* and *PRWeek*, Moore Consulting Group has won more than 320 communications awards for making a difference in the healthcare industry and our track record of delivering targeted strategy and cutting edge results.

### MWW GROUP

One Meadowlands Plaza  
East Rutherford, NJ 07073  
201/507-9500  
www.mww.com  
awadler@mww.com

**Ame Wadler**, Executive VP & Chief Management Officer

Effective healthcare communications takes into account a complex, nuanced system that balances science and the provision of care with consumer perceptions, provider realities, technology,

business and politics. Numerous stakeholders with divergent needs and agendas must be managed to meet the goal of bringing state-of-the-art solutions to today's sophisticated medical, business and policy needs. MWW Health leverages 21 years of healthcare experience to make science, care and innovation accessible to patients, doctors, partners and caregivers by improving the relationship between healthcare professionals and patients. Our staff has been associated with some of the biggest healthcare product launches in history as well as managing among the most challenging of issues from product safety, liability, payor challenges, health disparities and changing diagnosis and treatment paradigms. Our extensive experience in launching products, managing issues, educating constituencies, creating markets and working with regulators and legislators ensures that industries and organizations in the healthcare space are able to create relevancy and receptivity to their offerings.

### PAINE PR

19000 MacArthur Blvd., 8th Floor  
Irvine, CA 92612  
949/809-6854  
www.painepr.com

**Daryl McCullough**, CEO  
**Eric Borsum**, GM, Los Angeles — Healthcare Practice Leader  
**Justin McCarthy**, Vice President, Business Development

PainePR, regarded as one of the nation's leading mid-sized firms, has a reputation for high-quality service, strategic brand building, and creative programming.

Clients in the healthcare practice include Aurora Imaging Technology, Beckman Coulter, University of California, Irvine Medical Center, and L.A. Care Health Plan.

PainePR has increased awareness for Aurora Imaging Technology's dedicated breast MRI system within the medical imaging, breast surgeon and oncology industries. Additionally, PainePR continues to support Beckman Coulter in raising awareness of colorectal cancer as a preventable disease, and the available screening options, including its Hemocult ICT product. For UC Irvine Medical Center,

△ Continued on page 36

**Paine PR**

*Continued from page 34*

PainePR is conducting a media relations program around the opening and dedication of a new hospital. Our work with LA Care Health Plan includes increasing awareness about the nation's largest public health plan and it's Community Health Investment Fund program that funds services and programs to increase access to health care service for vulnerable populations in Los Angeles County.

In addition to work specifically for healthcare companies, PainePR has an expertise in public education and social marketing initiatives, leading the charge to change perception or activate consumer behavior for established brands and public initiatives including the California Department of Public Health's Network for a Healthy California campaign to encourage consumers to eat more fruits and vegetables and be physically active.

**PADILLA SPEER BEARDSLEY**

1101 West River Pkwy., #400  
Minneapolis, MN 55112  
612/455-1700  
www.psbpr.com

**Janet Stacey, VP**

Padilla Speer Beardsley is a full-service marketing communications and public relations firm with headquarters in Minneapolis and an office in New York City. Specializing in healthcare, medical technology/device and bioscience industries, our services include physician, consumer and trade marketing, investor relations, branding, media relations, market research and crisis/critical issues management.

Whether launching a medical device, facing a difficult corporate decision, or needing to reach physicians, patients, investors or media with the newest tools of the trade, the 115 employee-owners of Padilla Speer Beardsley will add insight, creativity and practical know-how to any marketing challenge.

As a founding member of the Worldcom Public Relations Group, our clients with global needs have access to more than 100 partner firms in more than 90 cities on six continents.

**PASCAL COMMUNICATIONS**

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Pittsburgh, PA 15213  
412/526-1756  
www.pascalecommunications.com  
georgette@pascalecommunications.com

**Georgette Pascale, President**

A virtual PR firm, Pascale Communications (PC) truly knows the pharmaceutical and medical device marketplace. A focus solely on healthcare PR, coupled with our ability to cultivate and maintain relationships with the people that matter most, is what differentiates PC from other firms. With combined backgrounds in medical writing, event planning, trade/consumer PR and integrated marketing, our team understands the intricacies of a well-run healthcare PR campaign. With extensive knowledge of the medical industry, the team at PC garners press results beyond our clients' expectations. Our experience spans all facets of the pharmaceutical and medical device lifecycle from pre-launch through post-launch. We have experience in diverse subspecialties such as ophthalmology, dermatology, neurology and hepatology, among others. PC's clients include: Advanced Medical Optics (AMO), Inspire Pharmaceuticals, Valeant Pharmaceuticals, Valeo Pharma and many more. For more information, please visit: [www.pascalecommunications.com](http://www.pascalecommunications.com).

**PEPPERCOM**

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www.peppercom.com

**Steven Cody, Managing Partner**  
**Edward Moed, Managing Partner**

Peppercom is a mid-sized communications agency that specializes in developing strategic and creative PR programs for healthcare companies.

It represents clients in medical devices, imaging, research and development and tort reform. In addition to PR campaigns, services include a positioning program to differentiate a client from its competitive set, a crisis management program called CrisisRx, Pain-Based Selling to identify the gap between what client sales forces think customers are think-

ing and what they actually are, and ways to leverage existing partnerships or develop new ones. PepperDigital and GreenPepper concentrate on digital and green initiatives, respectively, while Peppercommunications focuses on events and leverages sponsorships.

Peppercom is ranked among the top 20 largest independent PR firms in the U.S. by *O'Dwyer's*. Current and past clients in the healthcare space include Catalent Pharma Solutions, TNS Healthcare, GE Healthcare, Tyco Healthcare, The Doctors Company, Forbes Medi-Tech, and MaxMD.

**PERITUS PUBLIC RELATIONS**

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Louisville, KY 40205  
502/585-3919  
www.perituspr.com

**Tim Mulloy, CEO**

Healthcare: perhaps the single most important issue facing our country today. In this complicated arena clients need sound consultation, honest advice and a team of experts that deliver results. That's why so many healthcare institutions have turned to Peritus. We know healthcare. Our expertise extends to all sectors: from hospitals, doctors, pharmaceuticals and insurers to non-profit patient advocacy groups and awareness campaigns. Having a hand in all sides of the

healthcare equation means we provide an industry-wide perspective on our clients' communications needs. We know the players. We know the issues. We know how to connect the dots. We'll take it from here.

**PERRY COMMUNICATIONS GROUP**

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Sacramento, CA 95814  
916/658-0144  
Fax: 916/658-0155  
www.perrycom.com

**Kassy Perry, President/CEO**  
**Cynthia Moore, EVP**

Perry Communications Group, Defining Tomorrow's Issues Today<sup>SM</sup>, is ranked among the top firms specializing in health care PR by *O'Dwyer's*. Perry Communications Group is an independent, full-service public relations and public affairs firm specializing in issues management, media relations and coalition building.

Since 1996, Kassy Perry and her award-winning team have had a profound impact on society and their clients' bottom line ... with nationally recognized campaigns tackling pressing issues facing society including Medicare, public health, housing, the environment, access to prescription medicines, cancer and mental health.

Clients include: Amylin

The screenshot shows the homepage of odwyerpr.com. At the top, there's a navigation bar with links like '400 PR Firms | PR Firm Rankings | 4000 PR Services | 300 PR Links, Blogs | PRSA Ethical History | PR Job Market | O'Dwyer Publications | Advertising Info'. Below this is a search bar and a 'Subscribe to odwyerpr.com' button. The main content area features several news snippets: 'We're No. 1 ranked by Google for original "public relations news."', 'Iowa Wants Firm to Pitch its Colleges', 'BlinnPR Gets Bonus', and 'B-M Works Shell's "Explaining" Tour'. On the right side, there's a sidebar with 'EXECUTIVE search', 'Public Relations: Miscellaneous Financial Reports', and 'PIMS'. At the bottom, there's a large banner that reads 'PR news happens more than once a day. That's why we created odwyerpr.com'.

Pharmaceuticals, Inc., California State Parks Foundation, Colon Cancer Alliance, Eli Lilly and Company, Governor's Council on Physical Fitness and Sports, HearingMed, Inc., Pharmaceutical Research & Manufacturers of America and REACH Air Medical Services.

Call us today. See what we can do for you.

### THE PHELPS GROUP

901 Wilshire Blvd.  
Santa Monica, CA 90401  
310/752-4400  
www.thephelpsgroup.com

**Hank Shaw**, Chief Marketing Officer  
**Kristen Bergevin**, Vice President Public Relations

Based in Santa Monica, The Phelps Group is one of the largest independent marketing communications agencies on the West Coast. Consistently recognized by the *Los Angeles Business Journal* as one of L.A.'s "Best Places to Work," The Phelps Group offers award-winning brand strategy and development, public relations, advertising, direct marketing and cross promotions.

Current healthcare and wellness clients, most of which are leaders in their industries, include City of Hope, HealthCare Partners Medical Group, Junior Blind of America, Los Angeles Orthopaedic Hospital and Western Dental.

### PUBLIC COMMUNICATIONS INC.

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www.pcipr.com

**Dorothy Pirovano**, APR, President & CEO  
**Ruth Mugalian**, Principal  
**Jill Allread**, APR, Principal

Public Communications Inc. has a diverse healthcare practice providing comprehensive communications services to pharmaceutical and device firms, healthcare providers and medical associations. Two-thirds of PCI's clients are in healthcare; many have been with the firm 20 years or more.

Whether announcing a knee replacement designed for women, informing physicians about disease management guidelines, or directing consumers to free health screenings, PCI's counselors, writers and media relations specialists conduct strategic programs designed to meet each client's goals.

The American Academy of Dermatology, the American College of Allergy, Asthma and Immunology, Baxter Healthcare and Zimmer Inc. are among PCI's long-term healthcare clients.

### RACEPOINT GROUP

404 Wyman St., Suite 375  
Waltham, MA 02451  
781/487-4600  
www.racepointgroup.com

**Marijean Lauzier**, President & CEO  
**Larry Weber**, Chairman

Racepoint Group is a global public relations agency with special expertise in digital media relations.

We leverage the power of traditional and digital media relations to elevate premium and emerging health, science and technology brands — generating world-class media and analyst coverage that directly impacts mindshare and marketshare. We lead in the application of technology to our craft and provide clients with a level of research, analytics and measurement that is unmatched in the public relations industry.

Healthcare clients include Genzyme, Proventys, Ikonisys and Soar Through Life.

### RASKY BAERLEIN

70 Franklin Street  
Boston, MA 02110  
617/443-9933

818 Connecticut Avenue NW  
Washington, D.C. 20006  
202/530-7701

Rasky Baerlein — one of the top 50 communications firms in the nation — develops and executes integrated communications programs that achieve meaningful results for the clients within our healthcare practice. Clients include: Blue Cross Blue Shield of Massachusetts, the state's largest health insurance company, Caritas Christi Health Care, New England's largest community-based health care system, and the Massachusetts-based hospitals within the Vanguard Health System. Rasky Baerlein is a



**Los Angeles Orthopaedic Hospital opened the Everychild Foundation Universally Accessible Playground on its downtown campus. Designed to accommodate children with wheelchairs, leg braces, crutches and other barriers that usually leave them sidelined at traditional playgrounds, the new playground serves the largest demographic of physically challenged children in the nation. The Phelps Group handles public relations and branding initiatives for the hospital.**

trusted business partner with clients, providing executive-level counsel, crisis/reputation management, corporate positioning, media training, message development, and an extensive range of both local and national strategic communications and public affairs consulting services. Recently added to the Rasky Baerlein team is Peter Meade, former executive vice president of corporate affairs at Blue Cross Blue Shield of Massachusetts.

### RESOLUTE COMMUNICATIONS

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**Anna Korving**, Joint Chief Executive, Founding Partner  
**Paul Blackburn**, Joint Chief Executive, Founding Partner  
**Laurie Hurley**, Managing Director, New York

Resolute provides real-life practical solutions to your issues, without fuss or fluff. We have a proven,

multiple award-winning track record in delivering cost- and time-effective healthcare communications on a US, EU or global scale. We: Create and implement strategically smart medical communications programs aligned with marketing objectives to deliver results; Establish and sustain major global pharmaceutical brands, pre- and post-launch, working with big pharma and emerging players; Navigate complicated regulatory environments to establish products in the marketplace; Reach internal and external influencers and customers, across medical and consumer environments; Work as part of your team to ensure you receive high quality seamless support.

Our approach has senior counselors lead day-to-day client relationships; our intention is to provide an insightful point-of-view about the rapidly changing healthcare and media environment and trends — and explain what it all means to our clients' business goals; our style is personal, professional and simple; and our entrepreneurial model means that we value every client as our most important.

Partial Client List includes: GSK, Janssen Pharmaceutica, Medicsight, Pfizer Inc., Procter & Gamble Pharmaceuticals Group, Roche, Shire PLC and UCB Pharma.



**Rosica Strategic PR held an event in Trenton to bring attention to Fibromyalgia, a chronic illness. A 7'X4' formal resolution declaring May as Fibromyalgia Awareness Month, signed by policymakers and patients, was unveiled.**

**ROSICA STRATEGIC PR**

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Paramus, NJ 07652  
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www.rosica.com

**Chris Rosica, CEO**

For over 28 years, Rosica Strategic PR has developed PR programs and garnered media coverage for such healthcare and medical clients as Professional Disposables International (PDI), the healthcare division of Nice-Pak Products, Inc.; The National Association of Home Care & Hospice; Exergen Corporation; The Rascal Company; Moore Medical Corp.; Physicians for a National Health Program; and the NJ Dept. of Health and Senior Services.

Serving PDI's healthcare and commercial divisions through strategic counsel and media relations, Rosica's PR program is designed to educate all audiences about PDI's pre-moistened wipes for proper hygiene and surface sanitation. Key influencers are infection control, medical and long term care professionals; decision-makers in hospitals, emergency medical

services and schools, as well as consumers. Media outreach includes interviews and events that promote hand hygiene programs in schools and educate consumers on the prevention of MRSA and flu and cold viruses, keeping the medical community abreast of new developments and products.

We have demonstrated an impressive track record for media coverage throughout the country in behalf of the yearly National Association of Home Care & Hospice Caring Awards, as well as submit bylined articles and op-eds to papers across the country. We also recently created awareness for a study that showed home care nurses and aides have difficulty in reaching elderly and disabled patients in rural areas due to the high cost of gasoline.

**RUDER FINN**

301 East 57th Street  
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**Susan Hirsch Goldstein, Man. Dir., Global Health Care Practice**  
**Susan Smirnoff, Global Head, Health & Wellness, NY**  
**Nancy Glick, Exec. VP & Dir., Health & Nutrition Affairs, Wash. DC**

As one of the recognized industry leaders in providing global, national

and regional communications services to pharmaceutical and biopharmaceutical corporations, medical device companies, trade associations and non-profit organizations in the health care sector, Ruder Finn Health Care brings to our clients practice managers with diverse experience in such fields as viral marketing, social networking, journalism, internal communications, managed markets, entertainment, hospital marketing, social work, government relations, public policy, and patient advocacy. Our philosophy is rooted in hands-on senior management on all account teams, with relevant specialists engaged from all levels across our global network.

Along with extensive expertise in launching, promoting and branding first-in-class drugs and lifesaving treatments, Ruder Finn specializes in addressing lifestyle issues and regularly works with associations and clients on partnerships to establish innovative platforms and break new ground in communicating branded and non-branded information. Our media approach and strategies consistently produce front page, high-visibility coverage, and journalists rely on us for accurate and transparent news and information. RF also has extensive experience executing communications programs surrounding drug pricing and reimbursement, including issues particular to emerging markets.

For corporations, associations and non-profit organizations, we utilize a range of coordinated strategies and activities — from engaging policy makers and advocacy groups, creating coalitions, mounting state and national media relations programs and targeting attention-getting advertising — to achieve our clients' policy and business objectives. Ruder Finn also specializes in identifying and mobilizing third-party groups that have the clout and expertise to elevate an issue or to put a complicated problem into perspective for policy makers, the media and the general public.

**SCHWARTZ COMMUNICATIONS INC.**

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**Steve Schwartz, CEO & President**  
**Lloyd Benson, Executive VP**

Founded in 1990 by the hus-

band-and-wife team of Steve and Paula Mae Schwartz, Schwartz Communications today is the second-largest independent public relations agency specializing in technology and healthcare. Schwartz Communications has 220 employees and offices in Boston, London, San Francisco and Stockholm. The Agency has garnered many awards and honors on behalf of its work for clients. Schwartz is a leading public relations agency focused on the high-technology, medical device, pharmaceutical and biotechnology industries.

The healthcare practice of Schwartz Communications works to generate media coverage for medical device, pharmaceutical, biotechnology and healthcare IT companies.

The firm specializes in patient awareness campaigns, the visibility of clinical data, publicizing critical regulatory milestones, clinical trial recruitment and disease awareness campaigns. Schwartz has been responsible for significant medical campaigns of the past decade. Clients include AtheroGenics, Caliper Life Sciences, Cyberonics, High Throughput Genomics, Hologic, InterCure, Nanosphere, NxStage Medical, Osiris Therapeutics, The Trizetto Group, West Pharmaceutical Services and others.

**SENSEI MASTERFUL HEALTH COMMUNICATIONS**

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www.senseihealth.com

**Susan Wolfson, Founder & CEO**

SENSEI Masterful Health is an unconventional New York-based marketing communications firm. Visit [www.senseihealth.com](http://www.senseihealth.com) and you'll see SENSEI Health's uniqueness. Founded in 2000 by CEO Susan Wolfson, SENSEI Health is a marketing communications firm specializing in healthcare, medical and pharmaceutical communications, women's health, HIV and advocacy relations.

SENSEI Health provides its clients with media and advocacy relations counsel, issues management, scientific and consumer communications, message development

△ **Continued on page 40**

**Sensei Communications**

*Continued from page 38*

and coaching, brand-positioning initiatives and relationship-building management.

Current clients include Bayer Consumer Care, Ortho Biotech and Stryker Instruments. SENSEI Health also has worked with Novartis, GlaxoSmithKline, OR-Live, Adams Respiratory Therapeutics, Pharmacia Diagnostics, Johnson & Johnson, Montefiore Medical Center and the Preventive Cardiovascular Nurses Association.

**TBC ADVERTISING AND PR**

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Baltimore, MD 21231  
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**Brent Burkhardt**, *Executive Vice President and Managing Director*

Our experienced health care practice offers clients a team of senior-level counselors with established contacts in the industry and among top-tier health care media at a national level and in more than 50 markets. We have developed fully integrated communications campaigns for associations, start-ups, and public companies that are re-shaping the health care landscape. And we have helped raise the profile of key issues that affect patients and caregivers across the country. Among our medical, health and nutrition clients, past and present, are: MinuteClinic / CVS Caremark Corporation, SmartBalance, Genesis HealthCare, The University of Maryland Medical System, The American Vascular Association, The Institute of Human Virology, Research!America, and the American Geriatrics Society. TBC was founded in 1974 and is one of the largest independent agencies in the U.S.

**V-FLUENCE INTERACTIVE PR**

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San Diego, CA 92122-1937  
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info@v-fluence.com

**Jay Byrne**, *President*

Studies confirm, healthcare con-

sumers go online before they consult a doctor or other sources. For health issues the Web and its array of content is more trusted and consumed than all other media combined. For healthcare organizations it's critical to understand how consumers look, what they find and who's behind this content on the Web, in blogs and beyond.

v-Fluence Interactive distinguishes itself from other healthcare PR and marketing companies by answering these questions and more. We provide the analytics, strategic counsel, execution support and Internet monitoring that healthcare organizations require to be visible and influential in spaces that matter most. We deliver a prioritized roadmap for online engagement — and our execution support elevates and protects your online presence with clear and measurable ROI.

For healthcare, it starts online. Leading organizations and brands start with v-Fluence. Visit v-fluence.com or write to info@v-fluence.com to begin making a measurable difference online.

**WEBER SHANDWICK**

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212/445-8000  
www.webershandwick.com

**Laura Schoen**, *President, Global Healthcare Practice*

Weber Shandwick's global team of seasoned healthcare strategists serves clients across the full range of healthcare sectors. Our team offers proficiency in biotechnology, pharmaceuticals, over-the-counter medications, consumer-health products, medical devices, insurance and health-maintenance organizations, healthcare associations, health systems and hospitals.

Key offerings include new product launches / drug approvals, disease awareness and sustained awareness programs, crisis management, advocacy-group relations, health-policy initiatives, changing treatment paradigms, scientific communications, and e-health covering virtually all therapeutic areas from arthritis to women's health. Clients include Alparma, Celgene, CSL Biotherapies, Genentech, Merck, Pfizer, sanofi-aventis and Susan G. Komen for the Cure.

**WEISSCOMM PARTNERS**

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**Jim Weiss**, *Chairman & CEO*  
**Diane Weiser**, *President & COO*  
**Jennifer Gottlieb**, *Man. Dir., NY*  
**Angela Gillespie**, *Man. Dir., San Francisco*  
**Nigel Breakwell**, *Man. Dir., London*  
**Amy Martini**, *Dir., Corporate Comms. & Investor Rels.*

WeissComm Partners, Inc. is the largest independent communications agency focused exclusively on the healthcare industry serving the corporate, investor and product communications needs of leading biotechnology, pharmaceutical, device and diagnostic, and health services companies.

At WeissComm Partners, our vision is to be the best independent, integrated, global communications company working with healthcare organizations where we can make a difference with and for people we believe in.

WeissComm offers a full spectrum of communications services geared to accomplish one thing: build visibility and value for a company, product or franchise. We corral the entire sphere of influence impacting client reputation. We follow the industry and respond to its evolution. Our senior teams take a practical, targeted, and fully-integrated approach to maximize results across all key audiences. We develop consistent messages and compelling materials, act on market intelligence to give clients an edge and win over top-tier media and investors with strategic communications.

No firm knows healthcare PR like we do. We know messaging and positioning, clinical trials, communications strategy, corporate communications, investor relations, product communications, media relations, issues and crisis management, professional and advocacy relations, and regulatory communications.

Recently named Healthcare Agency of the Year by the *Holmes Report*, WeissComm is ranked among the top independent PR firms in the U.S., serving clients globally with offices in San Francisco, New York, Chicago, Washington, D.C. and London.

**WESTSIDE PUBLIC RELATIONS**

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310/398-5565  
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**James Harris**, *Principal*

Westside PR helps healthcare technology, managed care and financial services companies build brand awareness and enter new markets. Founded in 2000, the agency has extensive experience in marketing to physicians, hospitals, employers and consumers.

We help launch new products in the healthcare IT, managed care, employee benefits and risk management sectors.

Westside provides positioning strategy, media relations, marketing communications and trade show support. Our campaigns use print, digital and social media.

Clients include Opus Healthcare Solutions, MidMarket Capital, Evergreen, Re, Isabel Healthcare and Virtual CDO.

**ZLOKOWER COMPANY**

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**Harry Zlokower**, *President*  
**Gail Horowitz**, *Vice President*  
**David Closs**, *Vice President*

Zlokower Company is noted for its excellence in healthcare public relations. Since 1998 we created media campaigns, newsletters, and brochures for Greenwich Hospital, Westchester Medical Group, The League for the Hard of Hearing, and The Nathaniel Witherell Nursing Home, for doctors specializing in radiation oncology, ophthalmology, cosmetic surgery and brain surgery and for GeneLink, a genetic testing service.

We publicized three dimensional conformal radiation therapy for cancer treatment, first corneal implant surgery in New York City, innovative cosmetic surgery new hospital building openings and community support campaigns.

Zlokower Company won a major award for its professional services public relations skills. ■

# O'DWYER'S RANKINGS

## TOP HEALTHCARE & MEDICAL PR FIRMS

<b>1.</b> Edelman	New York	\$106,988,778	<b>45.</b> John Bailey & Assocs.	Troy, MI	712,143
<b>2.</b> Ruder Finn	New York	52,460,000	<b>46.</b> Peppercom	New York	703,133
<b>3.</b> APCO Worldwide	Wash., D.C.	27,337,060	<b>47.</b> Cushman/Amberg	Chicago	682,000
<b>4.</b> WeissComm Partners	San Francisco	13,031,000	<b>48.</b> Rasky Baerlein	Boston	678,130
<b>5.</b> Schwartz Comms.	Waltham, MA	10,771,609	<b>49.</b> Katcher Vaughn & Bailey	Brentwood, TN	669,860
<b>6.</b> Cooney/Waters Group	New York	10,083,254	<b>50.</b> v-Fluence Interactive PR	St. Louis	506,021
<b>7.</b> HealthStar	New York	8,965,000	<b>51.</b> Lambert Edwards	Grand Rapids, MI	495,000
<b>8.</b> Spectrum Science Comms.	Wash., D.C.	7,100,134	<b>52.</b> Bob Gold & Assocs.	Torrance, CA	494,581
<b>9.</b> Capstrat	Raleigh	5,200,000	<b>53.</b> Cashman + Katz	Glastonbury, CT	490,500
<b>10.</b> Communications Strategies	Madison, NJ	4,828,557	<b>54.</b> CooperKatz & Co.	New York	487,059
<b>11.</b> DKC/Dan Klores Comms.	New York	4,340,000	<b>55.</b> Jones Public Affairs	Wash., D.C.	470,505
<b>12.</b> Vox Medica	Philadelphia	4,033,130	<b>56.</b> The Phelps Group	Santa Monica	461,236
<b>13.</b> GYMR	Wash., D.C.	3,825,255	<b>57.</b> PRx	San Jose	450,874
<b>14.</b> Makovsky & Co.	New York	3,653,000	<b>58.</b> Vollmer PR	Houston	448,692
<b>15.</b> Zeno Group	New York	3,426,594	<b>59.</b> Paine PR	Los Angeles	443,588
<b>16.</b> MCS	Bedminster, NJ	3,324,941	<b>60.</b> Rosica Strategic PR	Paramus, NJ	431,800
<b>17.</b> French West Vaughan	Raleigh	3,213,007	<b>61.</b> RL PR & Marketing	Los Angeles	422,200
<b>18.</b> Davies	Santa Barbara	3,000,000	<b>62.</b> Standing Partnership	St. Louis	421,782
<b>19.</b> CRT/tanaka	Richmond, VA	2,928,379	<b>63.</b> Peritus PR	Louisville	411,799
<b>20.</b> Hager Sharp	Wash., D.C.	2,899,732	<b>64.</b> New West	Louisville	400,000
<b>21.</b> Public Comms.	Chicago	2,812,113	<b>65.</b> Gibbs & Soell	New York	396,406
<b>22.</b> Crosby Marketing Comms.	Annapolis	2,341,509	<b>66.</b> L.C. Williams & Assocs.	Chicago	352,310
<b>23.</b> RF   Binder Partners	New York	2,178,000	<b>67.</b> 5W Public Relations	New York	350,000
<b>24.</b> Coyne PR	Parsippany, NJ	2,161,196	<b>68.</b> Marx Layne & Co.	Farmington Hills, MI	350,000
<b>25.</b> Perry Comms. Group	Sacramento	1,869,975	<b>69.</b> Maloney & Fox	New York	340,000
<b>26.</b> Jarrard Phillips Cate	Brentwood, TN	1,717,559	<b>70.</b> Shift Comms.	Brighton, MA	331,404
<b>27.</b> McNeely, Pigott & Fox	Nashville	1,593,928	<b>71.</b> GodwinGroup	Jackson, MS	318,600
<b>28.</b> Qorvis Comms.	Wash., D.C.	1,573,792	<b>72.</b> Roman/Peshoff	Holland, OH	314,940
<b>29.</b> The Rogers Group	Los Angeles	1,540,165	<b>73.</b> Kaplow Comms.	New York	270,000
<b>30.</b> Moore Consulting	Tallahassee	1,397,801	<b>74.</b> Bridge Global Strategies	New York	252,525
<b>31.</b> M Booth & Assocs.	New York	1,379,161	<b>75.</b> Travers, Collins & Co.	Buffalo	244,779
<b>32.</b> Widmeyer PR	Wash., D.C.	1,379,000	<b>76.</b> Access PR	San Francisco	214,596
<b>33.</b> Padilla Speer Beardsley	Minneapolis	1,298,165	<b>77.</b> Levick Strategic Comms.	Wash., D.C.	195,228
<b>34.</b> The Haystack Group	Atlanta	1,271,000	<b>78.</b> Sawchuk, Brown Assocs.	Albany	191,597
<b>35.</b> The Zimmerman Agency	Tallahassee	1,200,000	<b>79.</b> IW Group	West Hollywood, CA	185,000
<b>36.</b> Gregory FCA Comms.	Ardmore, PA	1,038,436	<b>80.</b> Airfoil	Detroit	183,924
<b>37.</b> Regan Comms. Group	Boston	980,700	<b>81.</b> Charleston, Orwig	Hartland, WI	177,041
<b>38.</b> Kwitken & Co.	New York	962,214	<b>82.</b> Linhart PR	Denver	164,966
<b>39.</b> Winning Strategies PR	Newark, NJ	931,955	<b>83.</b> Rhea + Kaiser	Naperville, IL	154,403
<b>40.</b> Corinth Group	New York	925,712	<b>84.</b> Maccabee Group	Minneapolis	113,452
<b>41.</b> LaVoie Strategic Comms.	Salem, MA	895,000	<b>85.</b> Jackson Spalding	Atlanta	107,574
<b>42.</b> Ron Sachs Comms.	Tallahassee	790,424	<b>86.</b> Edge Comms.	Encino, CA	104,850
<b>43.</b> Borshoff Johnson Matthews	Indianapolis	776,517	<b>87.</b> Lane Public Relations	Portland, OR	101,746
<b>44.</b> HLB Comms.	Chicago	732,267	<b>88.</b> Bader Rutter	Brookfield, WI	100,000