



**James V. Luck Jr., M.D., Pres.CEO of LA Orthopaedic Hospital (center) is joined by board member Jack R. Borsting, Ph.D., (L) and Gerald Levey, M.D., Vice Chancellor and Medical Sciences Dean at the David Geffen School of Medicine (R), at the groundbreaking ceremony for the Santa Monica-UCLA Medical Center in Santa Monica, California. Agnes Huff Comms. handles PR for the hospital.**

## AGNES HUFF COMMS. GROUP

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Los Angeles, CA 90045  
310/641-2525  
www.ahuffgroup.com

**Agnes Huff, PhD, 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 has achieved mindshare for clients by educating consumers and creating preference in fields comprising pharmaceutical, biotechnology, diagnostic devices, healthcare

consumer technology, hospital and university, specialty services, practice management, nutraceutical and veterinary medicine.

Employing SmarterPhD Marketing Solutions® founded on the disciplines of psychology, the firm focuses on key research, delivering effective solutions, including strategic public relations counseling, media relations, 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.

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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As Airfoil's most specialized practice area, our healthcare team leverages targeted public relations strategies to help providers, insurers, medical device makers and the technologists that enable them to attain their strategic communications objectives. This practice is built to facilitate communications amongst the key publics in the healthcare continuum: from the patients to the physicians, the payers to the providers, and the communities and the legislators that shape them. Healthcare organizations find exceptional value in Airfoil's capabilities to shape the perspectives of constituents.

## AKER PARTNERS

2000 K Street, NW  
Washington DC 20006  
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www.akerpartners.com

**Colburn Aker, Managing Partner**  
**Dave Narsavage, Senior Partner**  
**Sanda Pecina, Partner**

The Aker Partners has been serving healthcare clients since its founding in 1983. Most recently, it was chosen to launch a breakthrough product that stops life-threatening arterial bleeding in combat and accident victims.

The firm launched the first generic version of one of the nation's most prescribed drugs; developed a national campaign to stem the use of smokeless tobacco by youths; worked to increase awareness of contributions made by

clinical researchers; and earned millions of media impressions about research affecting pregnant women worldwide.

It has represented proprietary and generic drug manufacturers, medical organizations and societies, and Pharmaceutical Research and Manufacturers of America.

## APCO WORLDWIDE

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**Margery Kraus, President/CEO**  
**Neal Cohen, CEO, Americas**

Founded in 1984, APCO Worldwide is an independently owned global communication consultancy, specializing in corporate, investor and internal communication; crisis and issue management; government relations; litigation communication; media relations; coalition building; opinion research; market entry; corporate responsibility and online communication.

APCO's expert healthcare team is comprised of former healthcare administrators and senior government and regulatory agency officials; senior executives from leading pharmaceutical companies, and medical device experts. The team works in all sectors of the healthcare industry and leverages its experience to support clients' business objectives.

With offices throughout the Americas, Europe, Middle East, Africa and Asia, APCO includes among its clients seven of the top 10 companies on *Fortune's* Global 500.

## ASHTON PARTNERS

33 N. LaSalle St., Suite 1800  
Chicago, IL 60602  
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**Beth Saunders, Fndng Ptnr, CEO**  
**Christian Hodges, Fndng Ptnr, Pres.**  
**Michael Geczi, Exec. VP, Corp. Comms.**

For over a decade, Ashton Partners has delivered a unique blend of traditional and non-traditional investor and media relations capabilities specifically designed to earn recognition and support for our

life science, pharmaceutical, biotechnology and medical device clients.

Whether it's rebuilding investor bases, establishing a corporate brand and messages, managing reputation, preparing for and/or mitigating crises, or educating potential audiences about new drugs or drug treatments, Ashton Partners' combined IR and communications capabilities ensure our clients address the right audiences at the right time.

With offices in Chicago, Boston and San Francisco, Ashton Partners effectively manages and positions the critical information that affects our clients' credibility, reputation and, ultimately, its valuation.

### BERNIE ILSON PR

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212/245-7950  
ilson@aol.com  
www.ilsonpr.com

**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

545 West 20th Street, 3rd Floor  
New York, NY 10011  
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**Ellen G. Miller, Managing Director**

As a pure-play healthcare public relations agency, located in New York, Los Angeles and London, Biosector 2, an inVentiv Health company, is dedicated to servicing clients in the biotechnology, emerging and specialty pharmaceutical sectors. B2 is focused on partnering with clients to help align corporate vision, scientific innovation and market dynamics. We aim to deliver what our clients truly need: rich and diverse communications experiences, in-depth perspectives on healthcare, and the ability to quickly respond and "turn on a dime" with communications solutions that meet emerging business needs. We work with clients as strategic partners, integrating with their leadership, communications and marketing teams.

### BURSON - MARSTELLER

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**Ame Wadler, Global Chair,**  
*Healthcare Practice*

Burson-Marsteller's Healthcare practice creates integrated communications campaigns that match healthcare knowledge and expertise with reputation management, media relations, marketing communications, public affairs, multicultural marketing, grassroots marketing, FDA regulatory process and crisis communications.

Our team of seasoned professionals has a successful track record and brings decades of relevant experience in product marketing, managed care, consumer products, medical practice, association management, public health and policy/regulation to assist our client partners with results-driven, measurable programs.

### B&Y COMMUNICATIONS

31 South Fullerton Ave., #2  
Montclair, NJ 07042-3358  
973/746-8183  
www.BYcommunications.com

**Susan Youdovin, Founder/Pres.**  
**Kathryn Kempf, Vice President**

B&Y Communications is a senior-level PR firm specializing in strategic corporate communications for global pharma/medical

technology companies, pharma industry service providers and healthcare nonprofits. The firm's Thinking Partner<sup>SM</sup> approach, extensive industry and media relationships, depth of talent and commitment to client service make B&Y a leading choice for companies seeking a boutique firm or strategic alliance partner. Top-tier and mid-size companies appreciate the firm's value as an extension of in-house capabilities because of B&Y's track record in reputation management, public affairs, corporate philanthropy, internal communications, marketing communications and organizational change.

### CAPSTRAT

1201 Edwards Mill Road, Suite 102  
Raleigh, NC 27607  
919/828-0806  
www.capstrat.com

**Ken Eudy, CEO**  
**Karen Albritton, Executive VP**

Capstrat recognizes that the changing face of healthcare challenges every sector of the industry. We bring extensive experience in the complex regulatory and political environments in which health insurers, pharmaceutical companies, biotechnology firms and health advocates 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. We know how to communicate complex content 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

110 N. Fifth Street  
Minneapolis, MN 55403  
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**Douglas K. Spong, APR, Pres.**  
**Curtis Smith, Director of Business Development**

Health and wellness is a cornerstone of Carmichael Lynch Spong's capabilities. Our Living Well<sup>TM</sup> 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<sup>TM</sup> 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, healthcare providers, consumer groups, academia, and commodity groups on a regular basis to further clients' objectives.

Carmichael Lynch Spong represents leaders in the health and wellness arena including Boehringer Ingelheim Vetmedica, Fair Trade Certified, American Humane Association, Martek Biosciences, The Clorox Company, TRANE's indoor air quality and energy efficiency initiative and QUITPLAN Services.

Carmichael Lynch Spong is a full-service PR firm that represents 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.

### CHARLES RYAN ASSOCIATES

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www.charlesryan.com

**Ken Eudy, CEO**  
**Karen Albritton, Executive VP**

CRA has been the prescription for smart healthcare marketing for over three decades. We have developed fully integrated campaigns for hospitals, managed care facilities, health centers, medical insurance companies and non-profit organizations.

Featuring media campaigns, concentrated public relations efforts and innovative interactive work we provide precise strategy to help protect and enhance both image and brand equity. CRA has been a trusted partner for hospitals and healthcare organizations in the midst of many complex situations; guiding media interviews, labor negotiations and employee initiatives.

**COMMUNICATIONS STRATEGIES**

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**Donna Pepe, CEO, Pres., Founder**  
**Susan Patton, Group VP**  
**Eileen Murray, Senior Counselor**

Innovative, award-winning programs. Market-driving strategies. Senior-level counsel. CSI is a full-service marketing communications firm that provides pharmaceutical companies with creative concepts/solutions to drive the market and build market share. CSI was at the helm of the PR launch of the innovative oral contraceptives Seasonale® and Seasonique™, as well as Plan B®. Services include strategic brand development, MR, editorial development and special events planning. If you need the kind of change that grows your market, moves your share, and shifts the paradigm for your brand then CSI is your company. CSI ... because experience matters.

**COONEY/WATERS GROUP**

90 Fifth Avenue, Suite 800  
New York, New York 10011  
www.cooneywaters.com

**Lenore Cooney, Chairman**

Cooney/Waters Group provides the full range of public relations and public affairs services to healthcare, pharmaceutical, and biotechnical enterprises in the non-profit, government, academic, NGO and industrial sectors throughout the world. Ranked among the top five independent healthcare agencies in the U.S., Cooney/Waters has depth of experience in counsel and implementation around complex situations – developing new markets, interpreting technical information for audiences, ranging from policy makers to consumers, establishing positions on high-profile issues, pre-empting crises and managing emergencies. All clients benefit from the close attention of senior management. Our recommendations are grounded in strategy developed from thorough understanding of clients' goals and needs and our

knowledge of the health policy and competitive environment. Headquartered in New York, with a staff of more than 35, Cooney/Waters serves clients on a global basis through multiple affiliate relationships forged over the course of our 15-year history.

Clients include Abbott Laboratories, Cephalon, sanofi pasteur, National Foundation for Infectious Diseases, National Meningitis Association, Solstice Neuroscience.

**COOPERKATZ & CO.**

708 Third Ave.  
New York, NY 10017  
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**Andy Cooper, Principal**  
**Ralph Katz, Principal**  
**Anne Green, Senior VP, General Manager**

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.

Prior experience includes Capgemini Health (acquired by Accenture in June 2005), a leading U.S. healthcare consultancy. CooperKatz helped the company enhance its reputation by earning coverage in business, health and technology publications, managing a comprehensive speaker's bureau and creating/placing advertising in healthcare trade publications.

CooperKatz launched Mind Body, New York, an integrative medical center that combines conventional and complementary medical therapies; provided marketing/public relations services to Oxford Molecular, a developer of software solutions for drug discovery research; and currently serves as agency-of-record for U.S. Preventive Medicine, a company working to organize and advance a culture of prevention throughout America. In addition, CooperKatz currently provides public relations services to the healthcare division of Noblis, a nonprofit organization that helps clients solve complex systems, process and infrastructure problems, as well as Tefen USA, an international management consulting firm that designs and implements innovative business strategies and solutions.

**CRT/TANAKA**

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**Mark Raper, CEO**  
**Deborah Myers, Senior Vice President/Health Practice Leader**

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 and Corporate 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; biotech companies; insurance providers; medical equipment companies; medical suppliers; clinical trials companies; advocacy groups and associations.

The Health Practice's capabilities include branding; reputation management; media relations; crisis communications and training; product and service launches; public awareness/education campaigns; marketing to women; new media; and internal corporate/employee communications.

Client experience includes: VHA, Inc., a healthcare provider alliance that services more than 1,400 hospitals and more than 21,000 non-acute care providers; Bon Secours Health System; AMERIGROUP Corporation; Wyeth; Pfizer; Bristol-Myers Squibb; Owens & Minor; American Physical Therapy Association; New York Downtown Hospital; and Sage Products, among others.

**CUSHMAN/AMBERG COMMUNICATIONS**

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**Thomas L. Amberg, CEO**

From the moment your brand

launches, its reputation will be challenged.

At Cushman/Amberg, we make every effort to build your brand's reputation to withstand media scrutiny, along with a campaign that will drive results.

We don't simply rely on press releases. Instead we use an integrated approach, tapping our team to implement media relations, advocacy, community and corporate communications. We also have a strong direct marketing and in-house design team to implement key targeting strategies.

Our clients: Abbott Animal Health, American Dental Hygienists Association, Baxter Bioscience, GE Healthcare Finance, Illinois Optometric Association, Walgreens Specialty Care, Centrix, CAHG Accel Health, and Fresenius.

We have handled programs in virtually every extension of healthcare, from pharmaceuticals to hospitals, HMOs, PPOs, specialty practice groups, equipment manufacturers, associations and advocacy groups.

**DAVIES**

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**Brandon Edwards, President/COO**  
**Robb Rice, Executive VP**  
**Joanne Thornton, Director**

DAVIES assists healthcare clients facing high stakes, defining, and controversial issues.

The firm has extensive experience with M&A, crises of all stripes, union organizing and strikes, litigation, CON and facility expansions, hospital closures, and difficult payor contract negotiations.

DAVIES has operated in 39 states "from Florida to California to Hawaii" protecting reputations, pressuring health plans for a new contract, securing CON approval or regulatory relief, and overcoming the toughest challenges.

DAVIES was founded in 1983 with offices in California and on the East Coast. DAVIES was named Public Affairs Firm of the Year for 2006 by *The Holmes Report*.

## DKC

386 Park Avenue South  
New York, NY 10016  
212/685-4300

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

DKC offers expertise in developing and implementing brand-building marketing and public relations campaigns for healthcare providers, pharmaceutical 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: Continuum Health Partners, HYTHIAM Pharmaceuticals, Pfizer, Mailman School of Public Health at Columbia University, Ortho-McNeil, Children's Health Fund, Saint Vincent Catholic Medical Centers, Departments of Neuro-Oncology and Radiology at NYU Medical Center, Children's Hospital at Montefiore, Stony Brook University Medical Center and Rudolph Giuliani Trauma Center.

## DONLEY COMMUNICATIONS

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**Newton W. Lamson**, *Pres. & CEO*  
**Anna Ray-Jones**, *VP, Healthcare*  
**Peter Cullum**, *VP, Healthcare*

Donley Communications has over 20 years of major media and PR counseling experience in several healthcare areas including: employee health benefits, consumer driven health plans, disease management, Medicare Part D, long term care, the healthcare insurance industry, disability coverage, health care legislation analysis, the managed care market and healthcare costs indexes.

The agency has long-standing relationships with the healthcare news media, trade publications, TV producers and reporters, and academic journals serving the medical profession and the pharmaceutical

industry.

Donley has provided PR strategies to Milliman's Care Guidelines since 1992, proactively fielding media inquiries as the Guidelines became the major source of best practice recommendations through the 1990s to date. Donley has further advised Milliman on message points and arranged interviews with publications like *The New York Times*, *The Wall Street Journal*, *Newsweek*, *USA Today* and the *Financial Times*. It has also arranged special events and media briefings for key healthcare reports written by Milliman's consultants across the company's healthcare practice.

## EDELMAN

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www.edelman.com

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 three 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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Global Practice Group Leaders:  
**Michael Rinaldo**, *New York*  
**Anne St. Peter**, *Kansas City*

Fleishman-Hillard's healthcare practice is one of the largest and best-regarded in the communications industry. We are passionate about delivering solid strategic thinking, appropriate creative approaches, and execution that is

delivered on time, on strategy, and on budget. 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 the legislative and regulatory areas and clinical research.

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 activities 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 emerging media agency, and is the

nation's 19th largest independently owned PR firm. Headquartered in Raleigh, N.C., the agency also has offices in both New York City and Tampa. Founded in 1997, FWV celebrates its 10th anniversary this year.

FWV's healthcare practice continues to demonstrate exceptional growth, and has ranked among the top 20 largest private agency practices in the United States every year since its inception in 2003.

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. The agency provides a full range of services to healthcare clients including private and clinical practices, research labs, health IT companies, laboratory and medical device manufacturers, drug development firms and large pharmaceutical manufacturers.

FWV's present and past healthcare clients include Pfizer, GlaxoSmithKline, New Hope Fertility Center, bioMérieux, Structure House, Triangle Orthopaedic Associates, A4 Health Systems, Cardinal Health, CeNeRx, Foresight, MDeverywhere, Medcryption, Proctor & Gamble (Prilosec), Southtech, Sterling Healthcare and WakeMed.

## GIBBS & SOELL

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New York, NY 10016  
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**Cos Mallozzi**, *President & CEO, New York*  
**Christa Miller**, *Client Service Manager, Raleigh*

Gibbs & Soell, one of the 10 largest independent PR firms, blends strategic counsel, creativity, quality writing, and professional media relations with deep industry knowledge to the daily benefit of its clients' businesses. The agency's dedicated healthcare team provides clients – ranging from top-tier pharmaceutical companies, healthcare information technology providers and large CROs to device companies and biotechnology startups – with real-world experience that spans virtually every therapeutic area.

Core services include corporate

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**Staff at GYMR surround Emmy and Golden Globe Award-winning actress Jane Seymour after a jam packed Hill event celebrating the "Value of Medical Technology: People Who Make Progress You Can See" on behalf of Advamed. Seymour spoke about her personal experience with advanced medical technology that ended her pain after a minimally invasive spinal procedure.**

## Gibbs & Soell

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communications, marketing communications, event marketing, employee communications, leadership positioning, new media and e-communications, and communications training.

Gibbs & Soell also provides clients with medical writing and regulatory communications services through a team of experts who have senior level industry experience and Ph.D.s in pharmacology.

With offices in New York, Chicago, Raleigh, San Francisco and Zurich, as well as affiliates and international partners in Europe, the Pacific Rim and Latin America, Gibbs & Soell provides international counsel as well as tactical implementation that is relevant and effective in the markets that matter most to each client.

## GYMR

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Washington, DC 20009-5708  
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**Pattie Yu, Patrick J. McCabe,  
Sharon M. Reiss, Partners**

GYMR 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, asso-

ciations, foundations, corporations and nonprofit organizations - who execute strategies that include image and alliance building, public education campaigns or media relations to harness the formidable forces of Washington and produce successful results for clients. The agency has counseled a wide range of clients, including trade associations, health voluntary organizations, coalitions, foundations, corporations, federal and state agencies and nonprofit groups.

Clients include: Academy of Managed Care Pharmacies, AdvaMed, Advertising Council, American Academy of Dermatology, American Academy of Family Physicians, American College of Emergency Physicians, American College of Neuropsychopharmacology, American College of Obstetricians and Gynecologists, American Psychiatric Association, Bristol-Myers Squibb, Heart Rhythm Society, Markle Foundation, National Association of Public Hospitals, National Institutes of Health, National Sleep Foundation, Robert Wood Johnson Foundation, University of California at San Diego, and Vision Council of America.

## HAGER SHARP

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Celebrating its 34th year, Hager Sharp Inc. is a woman-owned firm that provides communications and

public relations services to government and not-for-profit clients. 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.

Current health clients include : National Institute of Diabetes and Digestive and Kidney Diseases; 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.

## HEALTHSTAR PUBLIC RELATIONS

90 Fifth Ave., 9th Floor  
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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 solely to healthcare, medical and pharmaceutical communications. HSPR uses strategic media relations to measurably enhance corporate image and increase brand share-of-voice in connection 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 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.

## 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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**Ann Moravick, EVP/Dir., Global  
Healthcare & Brand Advocacy**  
**Nancy Hicks, SVP/Assoc. Dir., N.  
America Healthcare Practice**  
**Amy McCarthy, SVP/Dir., NY  
Healthcare Practice**  
**Susan Newberry, SVP/Dir., Wash.  
D.C. Healthcare Practice**

Ketchum, a global full-service public relations agency, is uniquely positioned to help today's healthcare organizations navigate a dynamic and complex healthcare environment. Our specialists have expertise spanning the healthcare spectrum — pharmaceutical, medical devices and biotech, managed care and health insurers, patient advocacy, professional associations and government institutions.

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, gastrointesti-

nal, 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.

### L.C. WILLIAMS & ASSOCIATES

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**Kim Blazek Dahlborn**, *President*  
**Greg Gordon**, *Senior Vice President, Research and Strategy*

Founded in 1985, L.C. Williams & Associates (LCWA) has developed and implemented public relations strategies and programs for numerous healthcare organizations including work in the fields of pediatrics, neurology, oncology, dentistry and orthopedics, as well as for hospitals and insurance companies.

A distinctive and specialized LCWA capability in this arena is communications research services provided to healthcare associations by the firm's full-service, in-house research division.

During the past year alone, LCWA has planned and conducted research of association members, prospective members, healthcare practitioners, healthcare executives and/or consumers on behalf of the American Association of Endodontists, American Nurses Association, the American Academy of Physical Medicine & Rehabilitation, the National Council of State Boards of Nursing and the Society for Vascular Surgery.

In addition to the presentation of comprehensive reports detailing research findings, many research assignments include the critical development by LCWA's public relations professionals of fact-based communications messages and recommendations driven by the research data.

### LUKASZEWSKI GROUP

Ten Bank St., Suite 530  
White Plains, NY 10600  
914/681-0000  
www.e911.com

**James E. Lukaszewski**, *Chairman*

The Lukaszewski Group guides senior management through sensitive situations. Jim Lukaszewski has more than 25 years of experience in the healthcare and medical industries and has advised clients through a range of management communication issues.

These include adverse legislation/public policy, animal rights, blood issues, anti-corporate activist action and community/organized opposition, boycotts, and confrontation.

He also assists with competitive crises, civil and criminal litigation, executive leadership development, medical waste/ environmental problems, labor negotiations, Medicare/Medicaid fraud investigations, physician attitude and perception problems, privatization of hospital facilities, product recalls/tampering, and explosively visible problems.

### MACCABEE GROUP

211 N. First St.  
Minneapolis, MN 55401  
612/337-0087

**Paul Maccabee**, *President*  
**Gwen Chynoweth**, *Vice President*

Maccabee Group has handled healthcare PR campaigns for Hazelden Foundation, American Medical Systems, CIGNA Behavioral Health, Miracle Ear/Amplifon, Addiction Intervention Resources, Advanced Respiratory, Ergotron, Fleming & Co. Pharmaceuticals, Upsher-Smith Laboratories and TRIA Orthopaedic Center. The firm, known for its special expertise in behavioral and mental health communications, recently employed sex expert Dr. Ruth as the spokesperson for its "Keeping Sexual Intimacy Alive" campaign for medical device company American Medical Systems, helping to integrate special events, radio/TV and newspaper interviews, and online/direct marketing to reach men dealing with erectile dysfunction. Maccabee Group is now preparing PR for the 2007 national launch of the book, "It's Not OK To Be A Cannibal: How to Keep



**"Ugly Betty" star America Ferrara shows off the smile that GlaxoSmithKline insured for \$10 million as part of Marina Maher Communications' PR launch for new Aquafresh White Trays.**

Addiction from Eating Your Family Alive."

### MAKOVSKY + COMPANY

575 Lexington Avenue  
New York, NY 10022  
212/508-9600  
www.makovsky.com  
gbashe@makovsky.com

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

Founded 28 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 success. 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.

2007 clients include: Abbott, Alexion, B. Braun, BioTrove, Covidien, Dyax, Eisai, Emergent BioSolutions, Gene Logic, H. D. Smith, King Pharmaceuticals, Pfizer, Sepracor and Tercica.

### MARINA MAHER COMMUNICATIONS

830 Third Avenue  
New York, NY 10022  
212/485-6800  
www.mahercomm.com

**Marina Maher**, *President*  
**Megan Svensen**, *EVP/Hlthcr Prac. Dir.*  
**Frank Funaro**, *Group SVP/Hlthcr Prac.*  
**Janene Ferrara**, *SVP/Hlthcr Prac.*  
**Joanne Marlin**, *SVP/Hlthcr Prac.*  
**Shirley Stadtmueller**, *SVP/Hlthcr Prac.*

Marina Maher Comms.' healthcare practice specializes in building brand relationships for over-the-counter and prescription drug brands.

The firm is noted for its expertise in marketing to women and provides domestic and global PR for products and services designed for their health. MMC supports investigational, new and mature products, publicizes clinical and regulatory milestones, and develops consumer branded education campaigns.

The firm's Media Connections Group, which includes health specialists, partners with account teams to develop media strategies to engage the press and motivate consumer and influence professional audiences. Media Connections includes Lifestyle Trends, which links clients' products and services to current trends, and Digital/Social Media, which develops online and viral programs to engage target consumers.

The healthcare practice is led by EVP, Healthcare Practice Director Megan Svensen. The firm was awarded several new pieces of business in the past year, including Galderma's Aesthetics and Correctives division, which includes the treatments Tri-Luma, Pliaglis and Eleves, and domestic and global programming for Pfizer's investigational treatment for overactive bladder and fesoterodine.



To demonstrate the microscopic precision of Cleveland Clinic Hospital's da Vinci robotic system, O'Connell & Goldberg arranged for an artist to add the smile on a 3-inch re-creation of Leonardo da Vinci's renowned Mona Lisa using the surgical system. The artwork-in-progress was shown on a large screen as cardiac pioneer Dr. Walter Boyd described the range of motion and dexterity of the robot's mechanical wrists.

**M BOOTH & ASSOCIATES**

300 Park Ave. South  
New York, NY 10010  
212/481-7000  
www.mbooth.com

Joyce Yaeger, Senior VP, Director of Healthcare Practice  
Dennis Tartaglia, Senior VP, Healthcare Practice Media Director

M Booth & Associates provides PR counsel to pharmaceutical, healthcare, biotechnology, public health, provider, and biomedical research institutions and organizations.

Work has included product and corporate branding programs for Pfizer, Columbia University Medical Center, Bristol-Myers Squibb, Unilever Bestfoods, Siemens Hearing Instruments, Peptor, Brookhaven National Laboratory, The Robert Wood Johnson Foundation, American Board of Medical Specialties, and IPRO.

The firm has created communications programs that include product launches and positioning; media relations campaigns; reported education and awareness programs; crisis communications; patient/professional education and influencer programs and special events to promote products, issues, organizations, and ideas.

**MCKINNEY ADVERTISING & PR**

1520 Penton Media Building  
1300 East Ninth St.  
Cleveland, OH 44114  
216/621-5133  
www.mckinneyad.com  
jcerne@mckinneyad.com

Judy Cerne, President & CEO

McKinney Advertising & Public Relations has more than 70 years of experience developing and implementing successful public relations programs. The hallmark of our agency is our proven expertise to develop and implement comprehensive public relations strategies that target key audiences for hospital systems, medical/physicians groups and health related non-profit clients.

With an emphasis on results, McKinney focuses its efforts on meeting objectives of the public relations program as well as client business goals by delivering the right message to the right audience through the right medium. Whether building brand awareness or managing media relations, we ensure projects are completed on time, within budget and that creative and innovative initiatives are continuously generated.

**MCS**

1420 State Highway 206  
Bedminster, NJ 07921  
908/234-9900

www.mcspr.com

Joe Boyd, CEO  
Jeff Hoyak, President

MCS is an independent healthcare public relations and marketing communications agency recognized for its strategic focus, creativity and knowledge of issues affecting the pharmaceutical industry. Since its founding in 1985, MCS has worked with the world's leading pharmaceutical and biotechnology companies. Our expertise in healthcare communications allows us to convey our clients' perspectives in a way that enhances credibility and trust while providing a measurable impact on their business goals.

**MOORE CONSULTING GROUP**

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

Karen Moore, CEO/President, CRPC, APR  
Terrie Glover Ard, Senior Vice President, 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.



Moore Consulting Group  
CEO Karen Moore.

**MWW GROUP**

One Meadowlands Plaza  
East Rutherford, NJ 07073  
201/507-9500

Michael W. Kempner, Pres. & CEO

MWW Group develops integrated programs that communicate corporate, product and consumer messages for managed care companies, pharmaceutical and biotech organizations, hospitals, patient advocacy groups and foundations to reach key stakeholders.

The firm has expertise in conveying key corporate, product and consumer messages through grassroots and niche marketing, patient education, advocacy and support programs and branding. MWW Group also offers corporate communications, government relations, public affairs and financial communications. Clients include Medco Health Solutions, Sabin Global Health Institute, Oxford Health Plans, Roche, Starkey Laboratories, The National Hemophilia Foundation, Diabetes Centers of America, Catholic Health and Human Services and Natural Health Science, LLC.

**O'CONNELL & GOLDBERG**

450 North Park Road, Suite 600  
Hollywood, FL 33021  
954/964-9098  
www.oconnellgoldberg.com

Since its inception, O'Connell & Goldberg has demonstrated expertise in healthcare communications.

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### O'Connell & Goldberg

*Continued from page 32*

Working with physicians, foundations and hospitals, the agency uncovers unique perspectives from which to deliver client messages and rise above the media clutter. This "What If?" approach results in out-of-the-ordinary campaigns that generate attention.

O'Connell & Goldberg offers clients healthcare expertise in publicity and media relations, communication counsel and strategy, community relations, special events, promotions, media training and crisis communication. Among its healthcare clientele, the firm represents 11 Tenet hospitals throughout South Florida.

O&G's practitioners are a balanced mix of former news reporters, individuals with special events expertise, writers and health specialists whose know-how, talents and experience provide the platform from which innovative, effective campaigns are created.

### PAINEP R

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 and CardioNet.

In 2007, PainePR 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.

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.

### PASCALE COMMUNICATIONS

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

**Georgette Pascale, President**

Pascale Communications (PC) knows the healthcare PR marketplace. With combined backgrounds in medical writing, event planning, public relations and integrated marketing campaigns, PC understands the intricacies of a well-run pharmaceutical brand.

Representing a broad range of products across different subspecialties, PC's current clients include: Advanced Medical Optics, SkinMedica, Iridex and Valeant Pharmaceuticals, among others. According to David Kellner, Editorial Director, Refractive Eyecare for Ophthalmologists, "The PC team is simply the best medical public relations team I have encountered in 30 years." In addition to their relationships with the media, PC prides themselves on their competitive intelligence and highly strategic goals.

### PUBLIC COMMUNICATIONS

35 E. Wacker Drive  
Chicago, IL 60601  
ideas@pcipr.com  
www.pcipr.com

**Dorothy Pirovano, APR, Pres. & 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.

### PEPPERCOM

470 Park Ave. South  
New York, NY 10016  
212/931-6100  
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, Pepper Digital, which focuses on digital initiatives, and Pain-Based Selling to identify the gap between what client sales forces think customers are thinking and what they actually are, and ways to leverage existing partnerships or develop new ones.

Peppercom is ranked among the top 20 largest independent PR firms in the U.S. by O'Dwyer's. Clients include Catalent Pharma Solutions and TNS Healthcare.

### PERRY COMMS. GROUP

925 L St., #1200,  
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 healthcare PR by O'Dwyer's. Perry Comms. 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 socie-

ty 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: Amgen, Amylin Pharmaceuticals, Inc., Associated Bodyworks and Massage Professionals, California Rice Commission, California State Parks Foundation, California State Sheriffs' Association, California Subject Matters Project, California Therapeutic Communities, Eli Lilly and Co., Governor's Council on Physical Fitness and Sports, Healthy Marriage Project of Sacramento, HearingMed, Landmark Pharmsolutions, Inc., Molecular Biology Consultants, Pharmaceutical Research & Manufacturers of America, REACH Air Medical Services, and Schering-Plough Corp.

### PRx COMMS. STRATEGISTS

991 West Hedding, Suite 201  
San Jose, CA 95126  
408/287-1700  
www.prxinc.com

**Brenna Bolger, Founder & CEO**  
**Steve Mangold, President & COO**

Since 1975, PRx has been the healthcare industry's prescription for excellence in public relations and strategic marketing communications. For 32 years, we have represented medical research institutes, biotech and pharmaceutical companies, device manufacturers and hospital systems.

A full-service agency, PRx has graphic designers and Web developers to supply collateral materials, ads and online communications. Please see www.first5kids.org.

Clients include Guidant, Becton-Dickinson, California Medical Association, Abbott Critical Care, Blue Cross of California, Parkinson's Institute, AMI Hospitals, FIRST 5 Santa Clara County, Children's Health Initiative and National Display Systems. PRx has been AOR for Santa Clara Valley Health & Hospital System for 29 years.

PRx introduced the first hospital-grade nanodisinfectant as

▲ *Continued on page 36*



Rosica Strategic PR developed a "valor award" for emergency medical personnel for client Moore Medical.

## PRx Comms. Strategists

Continued from page 34

well as the first provider of web-based communication tools for hospitals, clinics, laboratories and practitioners. PRx also launched a clinical data, EMR and practice management application service provider for small and mid-sized physician offices.

A member of International Public Relations Network, PRx has affiliates in 30 countries, from Argentina to UAE, from Singapore to South Africa.

## RACEPOINT GROUP

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

**Marjjean 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, Kingfisher Healthcare, NeuroLogica and Helicos Biosciences.

## THE REILLY GROUP

1519 West Berteau Ave.  
Chicago, Illinois 60613  
773/348-3800  
Fax: 773/348-3890  
susanreilly@thereillygroup.com

**Susan Reilly**, *President*

The Reilly Group is a full-service communications firm specializing in the pharmaceutical, health, food and fitness sectors. The company provides media relations, product support publicity, FDA preparedness, issues management and corporate image programming and execution.

The firm offers expertise in media relations for clinical advances as well as launch and post-launch publicity support. Sister company Diamond City Music and Film enables the firm to provide clients with access to full-service broadcast capabilities including conceptualization and execution of editorial packages and advertising.

Client experience includes pharmaceutical companies, biopharmaceutical companies, OTC products, diagnostic equipment, food and sports performance products, at-home diagnostic tests and medical organizations.

TRG's experience spans across every major disease state with emphasis on cardiovascular disease, adult and pediatric oncology, infectious disease, women's health, asthma and allergies, endocrinology and dermatology.

## ROSICA STRATEGIC PR

95 Route 17 South  
Paramus, NJ 07652  
201/843-5600  
Fax: 201/843-5680

**Chris Rosica**, *President & CEO*

For more than 27 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 Rascal Company, The National Association For Home Care & Hospice, 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 expertise, Rosica's PR program is 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. Rosica garners media attention by events promoting hand hygiene programs in schools, educating consumers on the prevention of MRSA and flu and cold viruses, and keeping the medical community abreast of new developments and products. Expanding PDI's presence in the pharmaceutical category, the firm introduced FDA-approved Chlorascrub, a product with a fast kill time and prolonged antimicrobial activity; Sani-Hands for Kids, antimicrobial alcohol gel wipes that reduces absenteeism in places such as schools and day care centers and Sani-Cloth Bleach Wipes that sanitizes non-porous surfaces.

Our program for the Rascal Company, renowned makers of electric scooters that enhance mobility, included the presentation of electric scooters to disabled American veterans in Dallas, TX on Memorial Day and the donation of scooters to the victims of the Bluffton University bus crash in Ohio.

For Moore Medical, suppliers of medical, surgical and pharmaceutical products, Rosica initiated the Moore Medical Valor Awards that recognized exceptional heroism in the line of duty by EMS and EMT personnel.

## RUDER FINN

301 East 57th Street  
New York, NY 10022  
212/593-6400

**Susan Hirsch**, *Global Head, Health Care, New York*  
**Susan Smirnoff**, *Global Head, Health & Wellness, New York*  
**Nancy Glick**, *Executive VP & Dir., Hlth & Nut.Affairs, Wash., DC*

As one of the recognized industry leaders in providing global and regional communications services to pharmaceutical and biopharmaceutical corporations, medical device companies, and related industries, Ruder Finn Health Care brings to our clients practice managers with diverse experience in such fields as journalism, hospital marketing, publishing, entertainment, government relations, public policy, and patient advocacy and integrates hands-on senior management on all account teams.

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. RF also has extensive experience executing communications programs surrounding drug pricing and reimbursement, including issues particular to emerging markets.

Ruder Finn's Washington office creates and implements strategic public affairs programs that influence public opinion, build support for regulatory and legislative actions, and manage critical issues. 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 has a demonstrated track record of conducting high-impact communications wellness campaigns for OTC medicines, skincare products, food and nutrition programs, and products/services to promote exercise and weight loss. Clients include Celgene; Forest Laboratories; Genta; Gerber; Intercultural Cancer Council; Johnson & Johnson;

Kellogg; Medtronic; New York Blood Center; Novartis; Pfizer; Schering-Plough; and, Vertex.

### SAWCHUK BROWN & ASSOCIATES

41 State St., Suite 500  
Albany, NY 12207  
518/462-0318  
www.sawchukbrown.com

**Pamela Sawchuk Brown**, Pres. & CEO  
**Sean Casey**, Senior Vice President

Since 1979, Sawchuk Brown Associates has provided services to a variety of health-related clients, including hospitals, managed care organizations, physician groups, pharmaceutical companies and statewide associations. Programs for healthcare clients that include strategic communications plans, integrated marketing, crisis communications, media relations, research, special events, public affairs and government relations. The firm has worked on issues such as managed care, mental health, preventive care and wellness, long-term care and public health issues.

New clients this year include The Kingston Hospital, Benedictine Hospital, Center for Disability Services, St. Peter's Hospital, and expanded projects for MVP Health Care and the New York State Academy of Family Physicians.

Other clients have included, Adirondack Oral and Maxillofacial Surgery, Albany Medical Center, American Heart Assn., American Red Cross, Bellevue Women's Hospital, Empire Blue Cross and Blue Shield, Healthcare Assn. of New York State, Horton Memorial Hospital, Kaiser Permanente, NYS Health Facilities Assn., NYS Dept. of Health, Pfizer, Sterling Drug, SUNY Downstate Medical Center, Trudeau Institute and others.

The firm is an associate of GolinHarris International.

### SCHWARTZ COMMS. INC.

230 Third Avenue  
Prospect Place  
Waltham, MA 02451  
781/684-0770  
www.schwartz-pr.com

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

Schwartz Communications was founded in 1990 by the husband-and-wife team of Steve and Paula

Mae Schwartz. With offices in Waltham, Mass., San Francisco, Stockholm, and a London office opening in October, Schwartz has more than 210 employees. Schwartz Communications has garnered many honors and was named three times to the *Inc.* 500 list of the fastest-growing private companies. Schwartz is one of North America's leading public relations agencies 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, Panacos Pharmaceuticals, Osiris Therapeutics, Cytyc Corp., Cyberonics, Caliper Life Sciences, West Pharmaceutical Services, Nanosphere, NxStage Medical, High Throughput Genomics, The Trizetto Group and others.

### SOLOMON MCCOWN & CO.

177 Milk Street, Suite 610  
Boston, MA 02109  
617/695-9555  
www.solomonmccown.com  
hsolomon@solomonmccown.com

**Helene Solomon**, President & CEO

Massachusetts is pioneering the route to healthcare reform while the nation watches. Solomon McCown & Company (SMA&C) has been a part of this groundbreaking effort, engaged by the Massachusetts Hospital Association and most recently the Health Care Quality and Cost Council of Massachusetts, which was created under the state's Health Care Reform Law to create transparency around hospital and provider cost and quality information.

Healthcare communications requires understanding the complexities of the space, packaging and disseminating complicated information and strategic thinking to engender the trust of

disparate, and sometimes hard-to-reach audiences.

SMA&C has a proven track record of helping healthcare organizations carry out their mission through integrated communications programs, including media and community relations, thought leadership, strategic partnerships, and when necessary, issues management. Current clients also include Harvard Vanguard Medical Associates and Atrius Health, Visiting Nurse Association of Boston, and the International Society for Infectious Disease.

### SPECTRUM SCIENCE COMMS.

2000 K St. N.W.  
Washington, DC 20006  
202/955-6222  
www.spectrumscience.com

**John Seng**, Founder/President  
**Kara McCollum**, Senior VP/Business Development

Spectrum Science Comms. is an independent healthcare-only agency. Spectrum's services include product marketing, advocacy relations, PA, research communications, interactive communications and graphic design.

Spectrum conducts activities on a regional, national and international scale. It is a founding partner and chair of GLOBALHealthPR, an international group of independently owned agencies.

The agency has worked across a range of therapeutic categories, including oncology, cardiology, diabetes, dermatology, cosmetic science, gastroenterology, pulmonology, rheumatology, women's health, urology, developmental disorders and Alzheimer's disease.

Clients include the American College of Cardiology, American Diabetes Assn., Genentech, Procter & Gamble, Kennedy Krieger Institute, Myriad, King Pharmaceuticals and Pfizer Inc.

### VERSAGGI BIO-COMMUNICATIONS

9 Carolyn Ct.  
Mill Valley, CA 94941  
415/806-6039  
www.versaggi.bio.com

**Charles Versaggi**, Ph.D., President

Versaggi Biocommunications is a marketing consultancy spe-

cializing in corporate and marketing communications in the life-science industry. Founded in 1986, the S.F. Bay Area firm provides an unequaled mix of expertise and resources to clarify and communicate the most effective market position for its clients, helping them to establish a solid market presence, higher profitability and maximum valuation. The firm serves clients in every stage of development — from seed funding through R&D, clinical trials, and product launch.

Combining creative strategies and tactics with a thorough understanding of healthcare markets, the firm works closely with business and scientific teams to make complex technologies accessible to key audiences and market influencers. In addition to its own stable of talent, the firm draws from an extraordinary creative network that includes market research, graphic design, video production, and Internet services.

### v-FLUENCE INTERACTIVE PR

7770 Regents Road, #113-576  
San Diego, CA 92122-1937  
877/835-8362  
www.v-fluence.com  
info@v-fluence.com

**Jay Byrne**, President

With 75 percent of Internet users relying on the web for healthcare information, it's imperative for brands and companies to understand how to assess and discern both opportunities and risks in Web 1.0 and Web 2.0 spaces. Enter v-Fluence Interactive Public Relations, the Internet marketing and issues management leader. v-Fluence's patent-pending online research methodology delivers unique analytics and insights about how online consumers engage healthcare brands, products and issues, who's behind what they find and how best to shape the online environment to measurably meet client goals. Major brands and organizations that care about consumer perceptions choose v-Fluence. Discover our difference today. Visit our website: [www.v-fluence.com](http://www.v-fluence.com).



**Westchester Medical Group President Dr. Simeon Schwartz cuts the ribbon to mark the opening of WMG's new facility in Rye, New York. He is joined by Rye Mayor Steve Otis, WMG's Medical Director Dr. Barney Newman, Chief Operating Officer Nancy Levesque and Port Chester Mayor Dennis Pilla. Zlokower Public Relations handled media relations for the official ribbon cutting ceremony.**

**VOLLMER PR**

808 Travis, Suite 501  
Houston, Texas 77002  
713/970-2100  
www.vollmerpr.com

**Helen Vollmer, Allen Caudle,  
Carolyn Mayo**

VOLLMER provides healthcare clients with the "outside of the administrative suite" view of marketing needed to achieve their marketing goals and protect themselves from the many risk management issues facing hospitals today. Working with organizations ranging from small community hospitals to large hospital systems, we help administrators and communications departments develop and execute strategic communication programs that meet their goals. With deep expertise in issues facing hospitals today, we can quickly develop and implement the needed communication tools. And our in-house media and presentation training team can prepare all the key executives to face the most difficult audience with confidence and the messages necessary.

In addition, with 265 years of experience in numerous industries, VOLLMER brings a deep expertise in tried and true marketing and community relations techniques that make a natural transition to the hospital industry helping to promote a hospital's key areas of excellence or service lines. We use our marketing experience to help hospitals achieve their goals specialty by specialty

as well as support the constant need to attract the very best physicians to their organization.

VOLLMER's experience in healthcare services marketing includes work for CHRISTUS Health, DePelchin Children's Center, Memorial Hermann Healthcare System, Methodist Healthcare System, St. Luke's Episcopal Hospital, Texas Institute of Health, The University of Texas Health Science Center and Texas Children's Hospital.

**WEBER SHANDWICK**

919 Third Ave.  
New York, NY 10022  
212/445-8000  
www.webershandwick.com

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

Weber Shandwick's global team of seasoned healthcare strategists offers expertise in biotechnology, pharmaceuticals, over-the-counter medications, consumer health products, medical devices, insurance and health maintenance organizations, healthcare associations, health systems and hospitals.

Weber Shandwick's global healthcare practice consists of healthcare public relations professionals in 26 offices on three continents, with regional hubs in New York, Baltimore, Washington, Minneapolis, Toronto, Chicago, London, Brussels, Barcelona, Paris,

Geneva, Munich, Milan, and Hong Kong.

Key offerings include new product launches, sustained awareness programs, crisis management, advocacy group relations, health policy initiatives, scientific communications and medical education.

Clients include sanofi aventis, Boehringer Ingelheim, Eli Lilly, Gilead, Genentech, Merck, Pfizer, Roche, and Susan G. Komen for the Cure.

**WEISSCOMM PARTNERS**

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**Jim Weiss, President & CEO  
Diane Weiser, Chief Operating Officer  
Jennifer Gottlieb, Man. Dir., NY  
Angela Pennington, Man. Dir., SF  
Amy Martini, Exec VP, Corp. Comms, &  
Investor Rels.**

WeissComm Partners 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 companies.

Our senior professionals specialize in corporate and product PR, investor and advocacy relations, clinical trial recruitment, sports marketing programs for biotech and grassroots direct-to-patient PR programs.

The WeissComm team has a broad base of therapeutic expertise including cardiology, CNS, dermatology, diagnostics, endocrinology, gastroenterology, infectious disease, molecular diagnostics, oncology, pain management, pediatrics, personalized medicine, respiratory, rheumatology, urology and women's health.

WeissComm provides a rare combination of high-level strategy, counsel and "hands-on" execution for our clients. We build long-term, multi-faceted relationships that grow.

Ranked among the top independent PR firms in the United States, WeissComm serves clients globally with offices in San Francisco, New York and Chicago, and in London via a strategic alliance with Resolute Communications.

**WESTSIDE PR**

5215 Sepulveda, Ste. 22A  
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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 information system, managed care, employee benefits and risk management sectors.

Westside provides positioning strategy, media relations, marketing communications and trade show support. Our campaigns use traditional and new media. Clients include Opus Healthcare Solutions, MidMarket Capital, Evergreen Re, Isabel Healthcare, WebTribesInc.com and MedSynergies.

**ZLOKOWER COMPANY**

60 Madison Avenue, Suite 910  
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212/447-9292  
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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

Firm		Net Fees	Firm		Net Fees
1. Edelman	New York	\$ 92,376,059	41. Cerrell Associates	Los Angeles	646,838
2. Ruder Finn	New York	52,460,000	42. Ron Sachs Comms.	Tallahassee	600,477
3. APCO Worldwide	Wash., D.C.	25,425,928	43. Peppercom	New York	496,525
4. Dorland PR	Philadelphia	11,167,000	44. Kaplow Comms.	New York	492,500
5. Cooney/Waters Group	New York	9,177,065	45. PRx	San Jose, CA	464,332
6. Schwartz Comms.	Waltham, MA	8,441,043	46. Rosica Strategic PR	Paramus, NJ	372,000
7. Vox Medica Healthcare	Philadelphia	6,920,410	47. L.C. Williams & Assocs.	Chicago	348,851
8. HealthStar	New York	6,617,000	48. Marx Layne & Company	Farmington Hills, MI	343,176
9. Spectrum Science Comms.	Wash., D.C.	6,412,232	49. Charleston/Orwig	Hartland, WI	339,491
10. Communications Strategies	Madison, NJ	4,396,682	50. Travers, Collins & Co.	Buffalo, NY	337,558
11. Zeno Group	New York	4,069,405	51. Gibbs & Soell	New York	307,300
12. DKC/Dan Klores Comms.	New York	4,000,000	52. Toplin & Assocs.	Washington, PA	306,608
13. GYMR	Wash., D.C.	3,727,842	53. Cooper Katz & Co.	New York	302,799
14. MCS	Bedminster, NJ	3,309,400	54. Stanton Crenshaw	New York	300,000
15. CrosbyMarketingComms.	Annapolis, MD	3,130,720	55. New West	Louisville, KY	300,000
16. Makovsky & Co.	New York	2,956,000	56. Maccabee Group	Minneapolis, MN	295,627
17. Public Communications	Chicago	2,929,504	57. Dudell & Assocs.	Oakland, CA	282,480
18. Waggener Edstrom	Bellevue, WA	2,717,000	58. Jackson Spalding	Atlanta	268,508
19. Hager Sharp	Wash., D.C.	2,429,478	59. Transmedia Group	Boca Raton, FL	250,000
20. French West Vaughan	Raleigh, NC	2,425,771	60. Rhea & Kaiser	Naperville, IL	249,193
21. Capstrat	Raleigh	2,200,000	61. Bridge Global Strategies	New York	227,700
22. Davies	Santa Barbara, CA	2,100,000	62. Standing Partnership	St. Louis	220,760
23. Moore Consulting	Tallahassee	2,065,137	63. Lambert, Edwards & ASSOCS.	Grand Rapids, MI	204,322
24. RF   Binder Partners	New York	2,002,000	64. Praco PR	Colorado Spring, CO	198,000
25. The Rogers Group	Los Angeles	1,920,784	65. v-Fluence Interactive PR	St. Louis	186,812
26. McNeely Pigott & Fox	New York	1,573,977	66. Airfoil	Detroit	182,541
27. Widmeyer Comms.	Wash., D.C.	1,520,000	67. Valencia, Perez & Echeveste	S. Pasadena, CA	160,115
28. Coyne PR	Parsippany, NY	1,460,480	68. Schneider Assocs.	Boston	156,708
29. Padilla Speer Beardsley	Minneapolis, MN	1,346,456	69. Maloney & Fox	New York	156,000
30. M Booth & Assocs.	New York	1,280,471	70. Landis Comms.	San Francisco	153,900
31. Perry Comms. Group	Sacramento	1,183,500	71. Pierpont Comms.	Houston	134,113
32. Rasky Baerlein	Boston	961,588	72. Morris + King Co.	New York	119,068
33. Carmen Group	Wash., D.C.	901,950	73. Richmond PR	Seattle	115,000
34. PainePR	Irvine, CA	897,453	74. Access PR	San Francisco	113,918
35. John Bailey & Assocs.	Troy, MI	863,000	75. Thorp & Co.	Coral Gables, FL	103,355
36. Vollmer PR	Houston	748,921	76. Bader Rutter	Brookfield, WI	100,000
37. Qorvis Comms.	Wash., D.C.	748,122	77. Hope-Beckham	Atlanta	90,000
38. Regan Comms. Group	Boston	700,500	78. Zeppos & Assocs.	Milwaukee	87,627
39. 5W PR	New York	700,000	79. Bliss, Gouverneur & ASSOCS.	New York	85,000
40. Katcher Vaughn & Bailey	Brentwood, TN	683,000	80. Dawson + Murray + Teague	Dallas	81,423