

## 10 NEW PARTICIPATING AGENCIES IN 2005

Appearing in this April issue are 10 health-care communications agencies that did not participate in the April 2004 issue. These agencies either were founded during the past year, are reappearing in this April issue after opting not to be in last year's April issue, or have decided to participate in this annual special report for the first time.

## Cambridge BioMarketing Group

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(Clockwise from top right) Gregg DiPietro, Group Account Director; Sean Welsh, Creative Director/Art; Steve West, President; Mike Hodgson, Creative Director/Copy; Sue Levy, Group Account Director, Cambridge BioMarketing Group

Cambridge BioMarketing Group gained several new clients in 2004 by employing its strategy of working faster, leaner, and smarter for clients. The agency's biggest achievement was helping anchor-client **Cubist Pharmaceuticals** (cubist.com) successfully launch its first product. **Cubicin**, an I.V. antibiotic, exceeded the first-year dollar sales of any other intravenous antibiotic. Cambridge BioMarketing was founded in 2001. Agency founder Steve West strives to blend the faster, leaner agility of small biotechnology agencies with the big-picture brand management perspective of pharmaceutical companies.

The agency helped create an announcement campaign and a branding strategy for the **Together Rx Access** prescription-drug-savings program in late 2004. Cambridge BioMarketing is orchestrating the consumer launch of the program in first-half 2005. Together Rx (togetherrx.com), a Cambridge BioMarketing client since 2002, is a marketing alliance comprising Abbott Laboratories, AstraZeneca, Bristol-Myers Squibb Co., GlaxoSmithKline, Janssen Pharmaceutica Products LP, Novartis, Ortho-McNeil Pharmaceutical Inc., and Sanofi-Aventis to provide prescription-drug savings to Medicare enrollees who do not have prescription-drug coverage. In addition to these companies, Together Rx Access (togetherrxaccess.com) includes Pfizer Inc., Takeda Pharmaceuticals North America, and

Tap Pharmaceutical Products. Together Rx Access provides access to drugs for uninsured patients who are not on Medicare or Medicaid.

Additional assignments came from **Transkaryotic Therapies Inc.** (tktx.com), **Xenogen Corp.** (xenogen.com), **ActivBiotics Inc.** (activbiotics.com), and **Oscient Pharmaceuticals Corp.** (oscient.com). For Transkaryotic Therapies, the agency provides corporate branding support and international promotion services for **Replagal**, an enzyme replacement therapy approved in Europe for Fabry disease. The agency handles corporate and product branding, marketing strategy, advertising, and promotion for Xenogen, a company that develops imaging solutions for pharmaceutical research.

For ActivBiotics, the agency is building the company franchise in infectious disease as the company continues research on the antibiotic **rifalazil**, which is in Phase II clinical trials. The agency is handling the infectious-disease project assignment for Oscient's lead compound, the antibiotic **Factive** tablets. Cambridge BioMarketing also manages Oscient's research pipeline.

Cambridge BioMarketing has added local client **Novartis Institutes for BioMedical Research** (nibr.novartis.com) to its roster. The agency provides branding, recruitment advertising for science positions, and internal communications support for the new world headquarters for Novartis research in Cambridge.

The agency has expanded into the major pharmaceuticals arena with clients such as **Janssen** (us.janssen.com) and **McKesson Corp.** (mckesson.com). The agency provides McKesson with marketing strategy and promotion services that target the senior management of drug manufacturers, hospitals, managed-care organizations, and pharmacies.

The agency completed a project for Janssen, providing branding and promotion services for a distribution program, **ConstantAccess**, to support the launch of the schizophrenia drug **Risperdal Consta**.

Cambridge BioMarketing anticipates organic growth in 2005 among its existing client list. The agency is seeking to win new product assignments from Cambridge-area biotechnology companies and from big pharmaceutical companies through relationships with the sponsor companies of Together Rx.

## DVC HealthCare

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DVC HealthCare grew rapidly in 2004, its third year of operation. Revenue from agency fees grew 52% to about \$4.5 million in 2004. A focus on the prelaunch phase and commercialization of client products drove this performance, according to agency executives. DVC Healthcare, an independent agency, serves as a strategic partner, providing clients with consultancy and marketing solutions and a focus on clinical science. The agency's ability to understand and disseminate clinical-science information helps the agency secure and grow client relationships from an early phase.

New accounts were acquired with **J&J** (jnj.com), **Bausch & Lomb** (bausch.com), and **Berlex Laboratories** (berlex.com), which is owned by **Schering AG** (schering.de). In 2004, the agency's business was split between global



Julia Ralston, President; Joe Doyle, Chief Branding and Strategy Officer, DVC HealthCare

groups within large pharmaceutical companies and a range of U.S. pharmaceutical and technology companies. Managers say the agency's global business is an indication of the strength of its prelaunch skills. The agency partners with U.K.-based sister agency **DVC Bray Leino** to support its trans-Atlantic business.

"We formed a mature and solid base, in terms of our internal team and management, and our client and account roster," says Julia Ralston, president. "This leaves us in a very healthy position to continue our growth in 2005 and beyond."

Formed in 2002 as a health-care vertical within the marketing-services agency **DVC Worldwide** (dvc.com), DVC HealthCare took steps in 2004 to operate on its own. The agency was a separate company from inception but relied on its parent for central services, all of which are now housed in DVC HealthCare's Yardley, Pa., location.

The number of DVC HealthCare employees increased 78.6% to 25 in 2004. Joe Doyle, previously head of the **Omnicom Group Inc.** agency **IHealth**, was hired as chief branding and strategy officer. In addition, the agency opened a West Coast office at the end of the year and hired people experienced in branding and positioning, allowing the agency to effectively support clinical and marketing services in the prelaunch phase.

"We believe that our focus on clinical science and our desire to serve as a strategic partner for our clients are an excellent fit for many of the smaller technology companies, and there are a lot of these companies on the West Coast," Ms. Ralston says.

Although focused on organic growth, the agency may increase its staff to accelerate growth in specific areas or make acquisitions should appropriate opportunities arise.

## ENA (Edward Newland Associates Inc.)

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ENA saw promise in 2004, following several years of less-than-stellar revenue. Gross income and total capitalized billings in 2004

increased 12.5% compared with 2003. Managers attribute the agency's growth to joining an international network of independent advertising agencies, refining multicultural communications and health-literacy services, capitalizing on new media, and pursuing niche marketing areas.

Ned Newland, president and CEO, is pleased with the independent agency's performance following a slump that began in 2001. "We started out as a basement operation back in 1985," Mr. Newland says. "Now, we have two divisions, marketing and medical education, and offices in New Jersey and Florida. Not a bad spot to be in as we enter our 20th year in the business."

The agency was awarded accounts by several significant clients, including **Genesis Pharmaceutical Inc.** (genesispharm.com), **Janssen Pharmaceutica Products LP** (us.janssen.com), and **Novo Nordisk AS** (novonordisk.com). For Genesis, the agency created a modular sales aid for **Glytone** and exhibit panels for **WellSkin**. The agency developed a direct-mail campaign for Janssen's nail-fungus medicine **Sporanox** and a physician-to-patient teaching tool for the gastrointestinal drug **Aciphex**. For Novo Nordisk, the agency designed and launched **SevenSecure**, a comprehensive patient-assistance program for hemophilia patients using **NovoSeven**.

Ted Newland, executive VP, chief operating officer, says the agency's endurance stems from a dedicated group of employees and an effective business plan. Last year, the agency joined **ComVort Group** (comvort.com), an international network of independent ad agencies, gaining access to resources and market information in more than 20 countries in Europe, Asia, North America, and South America. As part of ComVort, the agency can service business worldwide without sacrificing its independence, according to Michael Kenny, senior VP, director of client services.

In the United States, ENA has expertise in delivering culturally appropriate communications to a diverse population. The agency has produced a wide range of print and Web-based materials in a variety of languages for brands such as **Novartis'** **Diovan**, **Femara**, **Lamisil**, **Lotreil**, **Trileptal**, and **Zelnorm**.

ENA refined this capability in 2004, and began providing multicultural communications services to Novartis (novartis.com). The agency continued its relationship with **Pfizer Inc.** (pfizer.com) by providing turnkey language translation and health-literacy services for Pfizer's consumer and managed-care divisions. In addition, ENA partnered with Pfizer to develop a comprehensive patient-compliance initiative for employers, health plans, pharmacists, and group practices.

The initiative includes a Website, companion CD-ROM, and educational workshops for improving compliance in key therapeutic and disease-specific categories.

New media functionalities took on a larger role in 2004. ENA has created online and disc-based learning modules that combine multimedia with content that meets standards for health literacy. Promotional projects included the creation of a multimedia CD-ROM for **Wyeth Pharmaceuticals** (wyeth.com). For medical education, the agency planned and implemented meetings, events, symposia, and advisory boards for **ZLB Behring** (zlbbehning.com).

## Epic Brand Group Inc.

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