



**The DTC Executive Brief**  
**June 2009**

**Presented to you by**



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**21 New / Revised Television Ads Broadcast During a 7-Week Period**

In addition to the 13 branded listings below, there are five television campaigns for research studies and three others related to government healthcare programs.

Product	Mfr. / Sponsor	Title / Description	Unit	Airdate	Source
Abilify	Bristol-Myers Squibb and Otsuka America	If you're not where you want to be / drop only and letterbox	75 sec	05/05	Network
Caduet	Pfizer	Man on football field; Go for your goals / letterbox	60 sec	05/29	Local
Crestor	AstraZeneca	Medication to lower high cholesterol which helps plaque buildup	60 sec	05/04	Network
Epiduo	Galderma Laboratories	Tyler camps out in the acne products aisle	60 sec	06/06	Local
Flomax	Boehringer Ingelheim and Astellas	Four men golfing / Drop \$40 off next prescriptions and phone number	45 sec	05/29	Local
GIResearch Study.com		Man on park bench turns into stone	30 sec	06/15	Local
Healthcare Reform	PhRMA and Families USA	Harry Reid leading fight for healthcare for every American	30 sec	06/10	Local
Lyrica	Pfizer	Baker had pain that was complete mystery	60 sec	06/15	Network
Medicare Part D	America's Pharmaceutical Companies	Seniors are happy with Medicare Rx coverage	30 sec	06/15	Network
Medicare Part D	PhRMA	Seniors are happy with Medicare Rx coverage	30 sec	06/17	Network
Plavix	Bristol-Myers Squibb and Sanofi Aventis	Woman at golf course followed by stretcher	75 sec	05/11	Network
Pristiq	Wyeth	Woman winds up a doll	75 sec	06/02	Network
Reclast	Novartis	"Year-Long Protection For On-The-Go Women" - Lindy, Jonnie: vacation at the lake	60 sec	05/04	Network
Restasis	Allergan	Dr. Alison Tandler has chronic dry eyes / Web: 47	30 sec	05/22	Local
Restless Legs Syndrome Study (rls-study.com)	Pfizer	Woman's legs kick while she tries to sleep	30 sec	06/15	Local
StudyBPH.com	Eli Lilly & Co.	Do you have urinary symptoms due to an enlarged prostate?	30 sec	06/15	Local
StudyBPH.com	Eli Lilly & Co.	Do you have urinary symptoms due to an enlarged prostate? / 75 years, men pictured	30 sec	06/15	Local
Synvisc One	Genzyme	Comforting news for osteoarthritis / New Web, packet	60 sec	05/01	Network
Synvisc One	Genzyme	One to move, ride, bend, be you again	60 sec	06/02	Network
Trilipix	Abbott Laboratories	People hold animated pyramids	60 sec	06/15	Network
Ulcerative Colitis Research Study	Cosmo Technologies and Santarus	People hold stomachs in pain	30 sec	06/11	Local

Language: English

Date range: May 1 - June 19

Source: VMS Info for DTC Perspectives, Inc.

For more information, please contact Marc Jaffe at [mjaffe@vmsinfo.com](mailto:mjaffe@vmsinfo.com).

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**Tax Status of DTC Ads Threatened In Healthcare Reform Proposals**

Leaders of a few pharma companies apparently are willing to forego the standard business-expense deduction associated with direct-to-consumer advertising. This would be seen as one of the industry's efforts (by giving up a business-expense deduction) to support a major healthcare reform package that is being debated in Congress this summer. The fact that industry leaders would consider this idea caught advertising leaders and media companies by surprise.

**Jim Davidson**, of the Washington law firm **Polsinelli Shughart** and a longtime supporter of DTC communication, said he was "troubled" by this development. "If there were an assumption that a denial of the deduction for advertising costs would result in less advertising of prescription medications," he said, "does that suggest that both pharmaceutical companies that support the lost deduction and the Congress believe there is no value to consumers in the advertising?"

The idea that companies might consider giving up the tax-deduction for DTC ad spending first came to light in a research report published earlier this month by securities analyst **Tim Anderson** of the Wall Street firm **Sanford Bernstein & Co.** He noted in the report that among the "potential solutions" for the industry to come up with funds to help pay for healthcare reform is the idea of "limiting the tax deductibility of direct-to-consumer (DTC) advertising, something politicians often cite as contributing to the nation's high drug spend tab."

Shortly after the Sanford Bernstein report began to circulate among Washington insiders, the proposal to take away the tax-

*(Continued on next page)*



Epiduo launched its first DTC commercial in Q1 2009., a 60-second spot on local TV. The topical acne treatment is the first and only one that combines retinoid adapalene and benzoyl peroxide. Manufactured by Galderma Laboratories, it treats three of the four causes of acne in a single product. For this, and more VMS Info listings, see the table on the facing page.

deduction for DTC spread more widely once Rep. **Charles Rangel** (D-N.Y.), who chairs the important Ways and Means Committee, started talking about the tax proposal publicly as one of the options on the table as a way to fund healthcare reform. "One thing that's not off the table is: You can pick up \$37 billion knocking out the deduction for advertising," Rangel was quoted as saying in many published reports.

The \$37 billion amount that Rangel raised in discussions with the media also raised concerns among some industry advocates in Washington over the future prospects of all medical communication, not just DTC advertising. **John Kamp**, executive director of the **Coalition for Healthcare Communication**, noted that rudimentary math would indicate that it would be almost impossible to find \$37 billion in tax revenue, even over 10 years, if the tax-code changes were limited to the DTC business expense deduction.

The threat is "about all marketing actually, because in order to get to the \$37 billion it has to be much more than DTC," he told *DTC INSIGHTS*. Virtually all advertising agency companies that specialize in medical advertising have been put on alert by the advertising coalition," he added.

Kamp said the Congressional timetable for healthcare reform has slipped a bit as the House and Senate consider various plans, but that he still expects the final healthcare reform bill to be ready for President Obama to review by October.

###

## J&J Issued Warning Letter for Online Video

In another sign that the FDA / DDMAC are becoming more vigilant about monitoring online promotions, the agency issued a warning letter to Johnson & Johnson in mid-May for violations found in a webcast that promoted Ultram ER, a pain-relief medication. The agency said the video in the Webcast overstated efficacy and underplayed or omitted risks – in part by placing the risk information too late in the video.

Following the warning, Johnson & Johnson removed the video, "Making Sure Your Relationships Aren't Pained When You're In Chronic Pain," from a non-profit Web site, [painawareness.org](http://painawareness.org). The site is affiliated with a medical communications company.

According to the May 12 letter from DDMAC, the J&J video runs for roughly seven minutes, with much of the six minutes used for testimonial-type commentary from a professor of family medicine and an Olympic Gold Medalist. The risk information, however, is held to the video's final minute of play, and according to the DDMAC letter the risk details appear "in a telescript format, with rapidly scrolling text in small type font, and with no accompanying audio presentation."

The risk information also omits important contraindication details, accord-

### DTC INSIGHT

*\* The loss of a tax deduction for DTC would likely lead to significant changes in how marketers use mass media. It seems clear that legislators assume this proposal would mean fewer big budget DTC efforts on prime time TV – an unstated secondary objective of some critics of Congress.*

ing to the letter. In addition, the statements about Ultram ER's benefits "greatly misrepresent what is known about the efficacy of Ultram ER," the letter said. According to a news report, J&J had submitted the video for pre-review with its Ortho-McNeil-Janssen unit as the sponsor of the promotion.

###

## Trade Journal *Ad Age* Weighs in on the Ad-Tax Issue

A report in the weekly *Ad Age* noted that pharma and advertising agencies "are bracing for the very real possibility that Congress will rescind the tax deduction" that has been permitted for DTC ads as part of standard business expenses. The result is that the DTC advertising sector could be facing "chaos," the weekly reported.

**Dick O'Brien**, executive vice president and director of government relations for the **American Association of Advertising Agencies**, told *Ad Age*, "It's not at all uncommon for the Congress to enact a controversial measure like this, secure in the knowledge that the courts will, in time, have the final say on whether it violates the First Amendment."

- "Eliminating the deduction for this one category creates a very troubling precedent for all advertising categories," O'Brien added. "It uses the tax code to shut down the advertising for any category that loses favor with the Congress. That's not what the Founding Fathers intended."

One PR executive at a top-five pharma company told *Ad Age* that the industry would find a way to continue using mass media advertising channels even if the tax changes became final. "Even if it happens, I can't imagine us moving tens of millions of dollars from TV and print into newer, or social, media. We'd just have to work with [the loss of a tax deduction]."

**Dan Jaffe**, executive vice president for government relations at the **Association of National Advertisers (ANA)**, said that issues such as the advertising-tax deduction "have been dormant for decades [and] are suddenly moving rapidly in this Congress." He added, "I have to say, they're keeping us up at night."

In its effort to lobby against the tax-law changes, ANA is getting support from such leading media companies as **ABC, CBS, NBC, Fox**, the **Magazine Publishers Association**, the **Newspaper Association of America** and the **Outdoor Advertising Association**, according to the report. The group sent a letter to the Ways and Means Committee of the House and the Senate's Finance Committee with their complaint that the proposed tax measure is "counterproductive." The letter reportedly also raises the question about what would constitute "advertising" under this proposal – particularly in the sense that pharma companies now appear primed to begin moving more of the promotional budget into point-of-care and digital media and away from traditional mass media.

### DTC INSIGHT

*\* Expect a tough fight from media firms and ad agencies that would be hurt most by a DTC pullback. One gray area in the proposal is classifying what is promotion and what might be patient education – a loophole that could make this tax proposal tough to enforce.*

## Pharma Makes \$80 Billion Deal – Wall Street Applauds

The consensus view in Washington and on Wall Street is that the drug industry made a smart move to offer an \$80 billion discount plan over 10 years, in part designed to fill the coverage gap in **Medicare Part D** often referred to as the “doughnut hole.” Industry watchers acknowledge that the deal could dampen profits, but it would be less onerous than some other measures being considered (i.e. reimportation or price negotiation for Medicare Part D).

“Negotiations began with government asking for \$130 billion, so \$80 billion would represent a relatively benign outcome,” said **Savvas Neophytou**, an analyst at **Panmure Gordon**, told **Reuters**. In addition, the plan was negotiated between PhRMA and Senate Finance Committee chairman **Max Baucus** (D-Mont.), with support from the Obama administration, and it seems to indicate that the funds from pharma companies will be targeted toward areas that could help produce additional Rx sales for pharma.

Under the negotiated deal, pharma has agreed to provide a 50% discount for Medicare Part D patients who hit the gap in coverage after their drug costs reach the level known as the “doughnut hole.”

“Roughly 20-25 percent of Medicare D patients reach the donut hole, and the majority of them either stop or switch their medications,” **Deutsche Bank** securities analyst **Barbara Ryan** noted in a research report (according to **Reuters**). “Therefore, pharma may be providing discounts for branded drugs which will primarily represent incremental demand.”

Of the \$80 billion pledged, roughly \$50 billion is earmarked for covering the uninsured and the \$30 billion balance will help pay for discounts on brand-name drugs for seniors who hit Medicare’s drug-coverage gap, or doughnut hole. Under the terms of the deal made public, seniors in the gap will be permitted to purchase branded drugs at a 50% discount. “The proposal won’t cost the industry much,” **Scott Gottlieb**, a former **FDA** official, told **The Wall Street Journal**. “It will ultimately discourage patients in the doughnut hole from switching to generics,” he said, because their out-of-pocket costs for brand-name drugs will be less.

**AstraZeneca** chief executive **David Brennan** (who also chairs trade association PhRMA) said in a statement that this \$80 billion deal shows the industry’s and President’s commitment “to make comprehensive healthcare reform a reality this year.”

###

## Healthcare Coalition Seeks Extended Comment Period

In response to draft guidance on risk presentation in Rx drug promotion, which was issued late last month by **FDA**, the **Coalition for Healthcare Communication** is expected to seek an extension of the 90-day comment

### DTC INSIGHT

*\* This was a great PR move for PhRMA, which needed to show that the drug industry is amenable to healthcare reform. If PhRMA can escape any effort to include price negotiation in the final reform package, it truly will be a significant positive for the industry.*

period. The 90-day period ends on or about Aug. 26.

**John Kamp**, executive director of the Coalition, told **DTC INSIGHTS**, “We need more than 90 days to comment... This is a pretty awesome document.”

The 27-page draft guidance document provides detailed recommendations on how drug and device companies should present risk information to both consumers and healthcare professionals (see **May** issue of **DTC INSIGHTS** for more details). It includes several hypothetical examples of how DTC advertising could be created to stay within the guidelines.

However, some executives at leading advertising agencies have described the draft guidance as “vague” because of the additional questions raised by some of the wording.

Kamp agreed that the guidance has raised many questions about the appropriate ways to balance risks and benefit information for consumers as described in the draft guidance. “It makes for very complicated advertising because the core message of the advertising has to be dual, at least,” he said. This means it has to have both the “use” and the contraindication information as part of the central and core message. “That is not easy... Advertising is not good at [communicating] complicated messages,” he said.

Kamp said he expects the FDA will approve the request for an extended comment period. Anyone interested in commenting on the guidance can find out information about the Coalition’s efforts at the group’s Web site, [www.cohealthcom.org](http://www.cohealthcom.org).

###

## MARKETING

### **UCB, PatientsLikeMe to Launch Epilepsy Community**

UCB and PatientsLikeMe have entered into a strategic partnership to launch a patient community for people living with epilepsy. The site, set to launch in early 2010, will be designed to capture real-world experiences by collecting, analyzing and reflecting information. A pharmacovigilance platform will be built to report UCB product-related adverse events to the FDA.

“Participants will record their real-time day-to-day progress in controlling their seizures and achieving their treatment goals, and share that with the community to help patients, caregivers, researchers and industry learn more about the disease,” stated a news release about the joint venture.

Roch Doliveux, UCB’s chief executive added, “This partnership is exciting because for the first time, patients will be able to contribute their experiences and real-world data to ongoing epilepsy research.”

UCB is the first pharmaceutical company to partner with the online patient Web site to launch such a community, according to the news release.

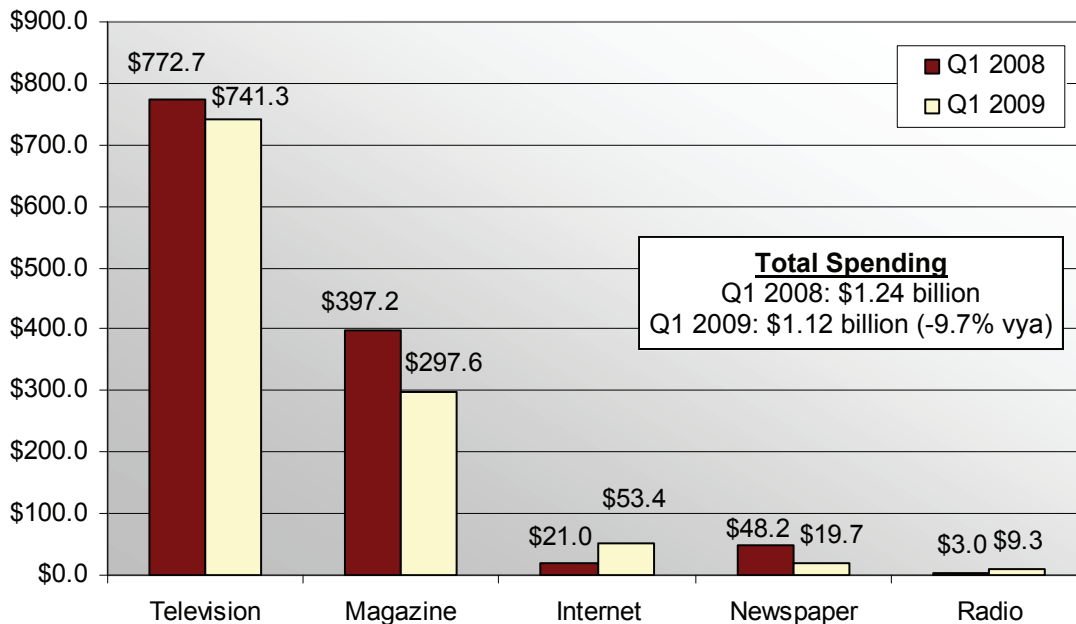
#### **DTC INSIGHT**

*\* there are a lot of important details in the FDA’s draft guidance on risk presentation—and they should be given careful consideration. Comments that are well thought out and explained to the FDA could lead to critical changes in the final document.*

# DTC Dashboard

The DTC Dashboard is a series of charts providing a snapshot of DTC marketing.

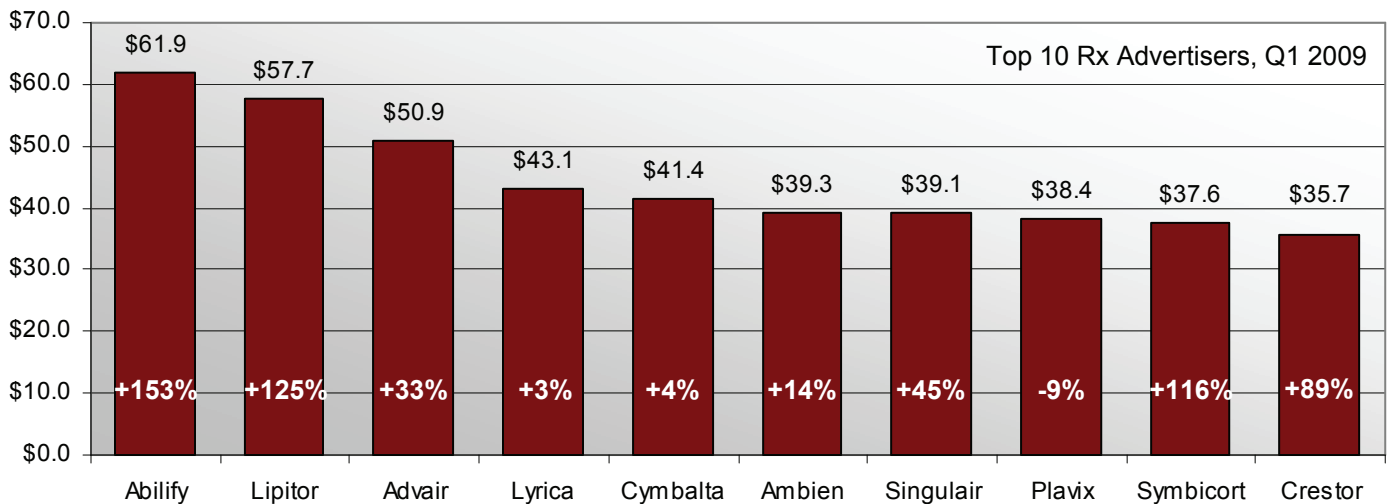
## Q1 Ad Spending Drops 9.7%; Online Promotion Gains



Three of the major media channels (television, magazine and newspaper) all saw a decline in promotion in Q1 2009. However, Internet and radio each saw a significant increase - with Internet more than doubling and radio more than tripling when compared to Q1 2008.

All \$ in chart expressed in millions; Internet figures for display ads only.  
 Source: TNS Media Intelligence, Q1 2009

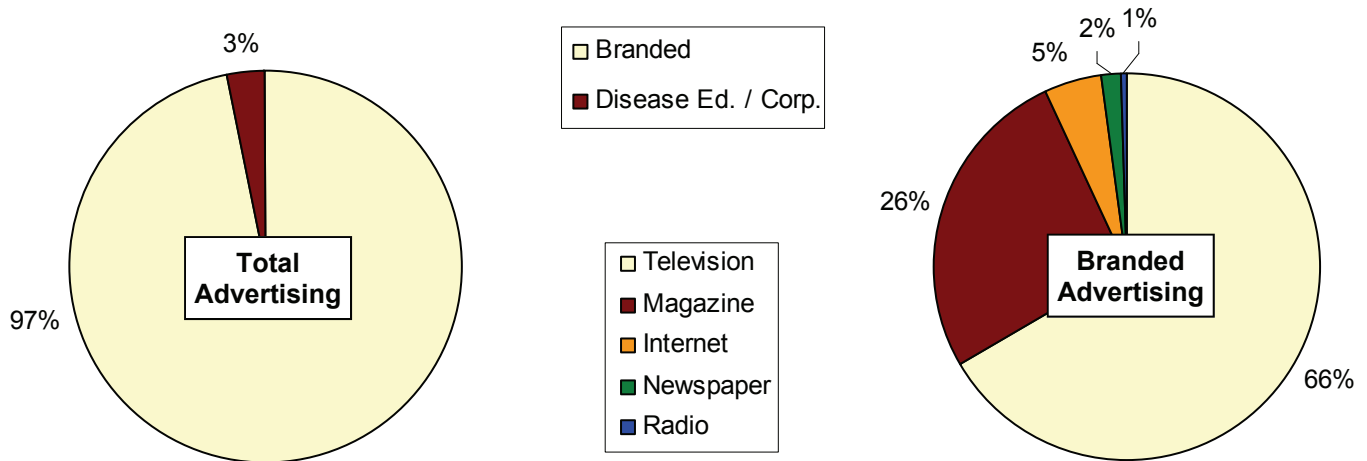
## In Tough Times, Big Brands Boost Ad Budgets



Despite overall ad-spending decreasing in Q1 2009, nine of the top 10 advertised brands increased their budgets and three of these brands more than doubled their spending. The only brand to trim its advertising was Plavix by 9%, or \$4 million.

Percentages show percent changes when compared to same period of prior year.  
 All \$ expressed in millions; Source: TNS Media Intelligence, Q1 2009

### Branded, Disease Ed./Corporate Spending Primarily on Television in Q1 2009

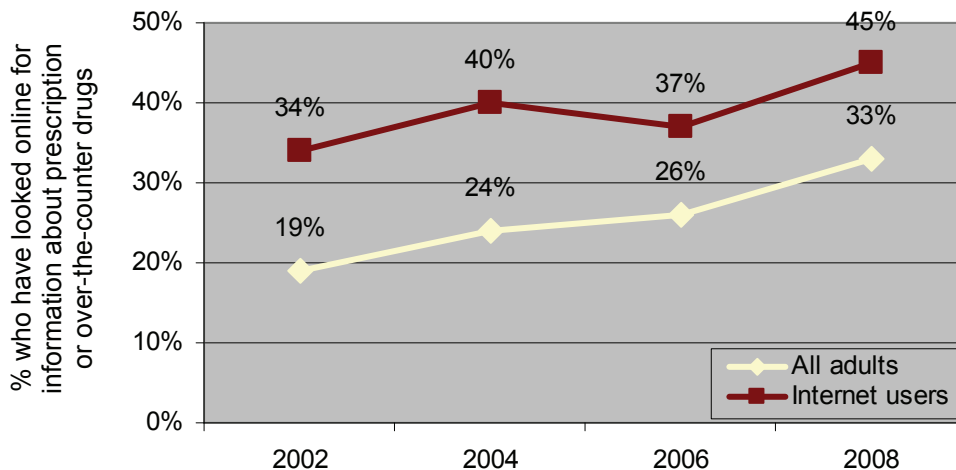


		Television	Magazine	Internet	Newspaper	Radio	Media Total
Q1 2009	Branded	\$725.6	\$284.6	\$52.0	\$17.9	\$6.3	<b>\$1,086.9</b>
Q1 2009	Disease Ed. & Corp.	\$15.6	\$13.0	\$1.4	\$1.8	\$2.9	<b>\$34.8</b>
<b>Q1 2009</b>	<b>Total</b>	<b>\$741.3</b>	<b>\$297.6</b>	<b>\$53.4</b>	<b>\$19.7</b>	<b>\$9.3</b>	<b>\$1,121.7</b>

While Q1 2009 spending for disease education and corporate is still heavily focused on television and magazine, its allocation is distributed more across the 5 major channels than branded spending — which focused two-thirds of its budget on television.

All \$ expressed in millions; Internet figures for display ads only;  
Source: TNS Media Intelligence, Q1 2009

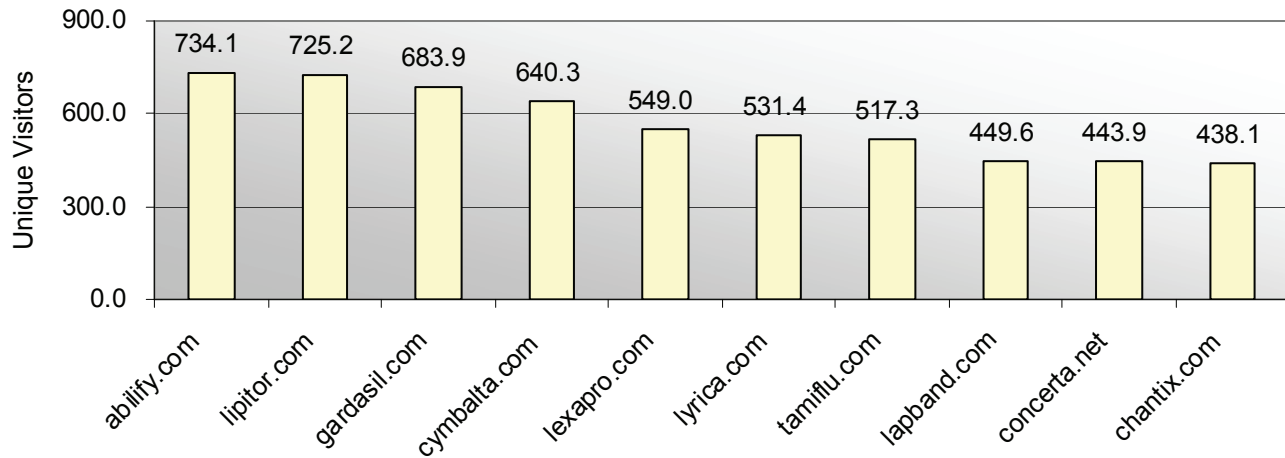
### Pew Study Finds Rapid Growth in Online Search



Women are significantly more likely than men to search online about prescription or over-the-counter drugs, according to the Pew study. The study also noted that whites are more likely than African Americans or Hispanics to search online for such drug information.

All adults defined as the 74% of American adults who go online; Internet users defined as the 61% of American adults who look online for health information; For all adults: n=2,253 and margin of error is +/-2%; For Internet users: n=1,650 and margin of error is +/-3%  
Source: Pew Internet & American Life Project, *The Social Life of Health Information*, June 2009

### Abilify.com Sees Most Unique Visitors in Q1 2009



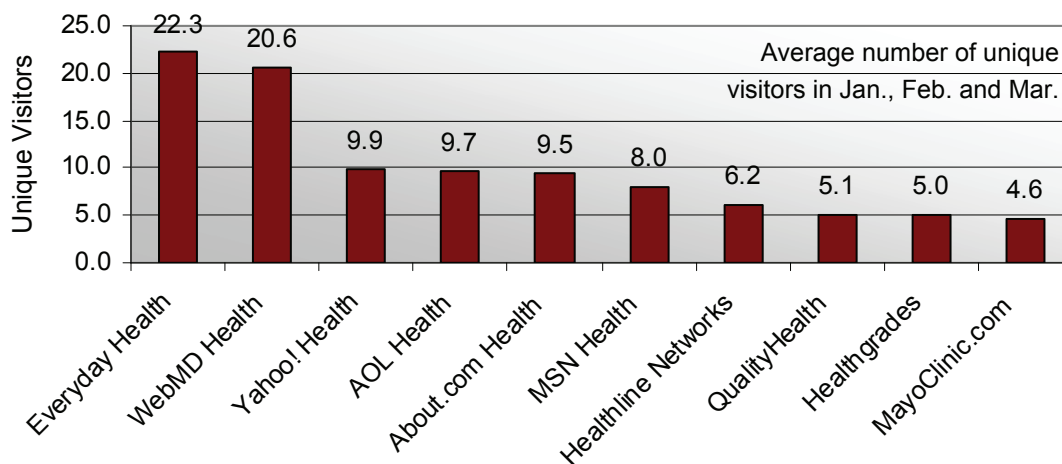
Domain	Visits per Visitor	Pages per Visitor	Pages per Visit	Minutes per Visitor	Minutes per Visit
Abilify.com	1.1	2.8	2.5	2.1	1.8
Lipitor.com	1.2	1.8	1.8	2.4	2.0
Gardasil.com	1.1	2.6	2.6	2.8	2.5
Cymbalta.com	1.1	3.0	3.0	3.8	3.4
Lexapro.com	1.1	4.2	4.2	5.0	4.6
Lyrica.com	1.2	4.0	4.0	4.3	3.7
Tamiflu.com	1.1	3.0	3.0	2.4	2.2
LapBand.com	1.3	5.6	5.6	7.3	5.4
Concerta.com	1.2	2.2	2.2	3.8	3.1
Chantix.com	1.1	3.3	3.3	3.5	3.2

Abilify was the top site for branded properties according to comScore. According to TNS data, it was also the top spending brand (see page 6 for more brand spending details).

However, in terms of consumer engagement, visitors spent the least amount of minutes on the Abilify's Web site. Visitors viewed the most pages and spent the most amount of minutes was on LapBand.com.

Unique Visitors in thousands; Source: comScore, Q1 2009

### Everyday Health, WebMD Top Sources for Health Information



Since taking the number one position on the list in November 2008, Everyday Health has remained the top health site in terms of unique visitors, according to comScore data.

Unique visitors in millions; Source: comScore, January — March 2009

## MEDIA

### 'Reported' Q1 Data Shows Slight Spending Decline

Total "reported" ad spending for DTC was down again in Q1 2009, with **Nielsen Monitor-Plus** data showing an 11.5% drop and **TNS Media Intelligence** showing a slightly more modest decrease of 9.7%. Nielsen's and TNS' total spending was reported as \$1.07 billion and \$1.12 billion, respectively.

Total DTC spending declined by 32.2% in Q4 2008, down to \$1.00 billion. Spending dropped by 18.4% for the full year in 2008, down to \$4.34 billion, according to Nielsen Monitor-Plus data.

Following the release of Q1 spending data, **DTC Perspectives** revised its 2009 forecast to project an overall decline of approximately 8%-10% for the year. As the recession ends and the economy stabilizes, spending will once again grow. DTC Perspectives' chief executive, **Bob Ehrlich**, predicts "a decline of less than 5% for 2010, and an up year for 2011, in the 5% range." However, he warns that if Congress passes a moratorium on advertising for new drugs, "then media spending will decline at a higher rate."

Both data tracking firms placed **television** as the biggest medium for pharmaceutical spending, as well as reporting that it was also the channel suffering the smallest declines. TNS shows the decline at 4.1%, or down to \$741.3 million; while Nielsen (which included network, cable, syndicated and spot) shows a higher decline of 8.8%, or down to \$743.7 million.

The only media channels that showed signs of growth in Q1 were **Internet** and **radio**. (Note, Internet includes display ads only for both firms.) Nielsen reports the Internet rose by roughly 19.1% to \$22.3 million and that radio more than doubled from \$2.5 million in Q1 2008 to \$5.5 million in Q1 2009. TNS data was more positive, showing the Internet's growth at a 153% increase, from \$21.0 million in Q1 2008 to \$53.4 million in Q1 2009. TNS also reports that radio's Q1 2009 increase is more than triple its Q1 2008 total, rising from \$3.0 million to \$9.3 million.

For more Q1 2009 pharmaceutical spending details from TNS Media Intelligence, turn to the start of the dashboard on page 8.

###

## MARKETING

### Three Rules to Create Effective 'Micro-Scripts'

"Micro-scripts are the verbalization of a dominant selling idea. ... They transport people right to the heart of the matter," **Bill Schley**, author of *"Why Johnny Can't Brand"* and the soon-to-be released *"The Micro-Script Rules,"*

#### DTC INSIGHT

\* While doubts about television's effectiveness as an advertising medium continue to swirl, DTC marketers show little inclination for moving away from the TV set. Perhaps this response is an effort to use TV as much as possible before any tax changes or new regulations kick in.

said earlier this month at the first **OTC National Conference** in Boston. Micro-scripts are a very special kind of sound bite that triggers a story with just a few, simple words, he added.

Schley, president, chief creative officer and co-founder of the brand development firm **DavidID**, pointed out that marketers don't have to have a big budget to create an effective micro-script that consumers can remember. He discussed what he calls "**The Three Big Rules of Communication**" during a presentation to OTC marketers. These three rules encompass the main points of how to effectively communicate your message to your audience.

1. **It's not so important what people hear. What is important is what they want to repeat after you've said it.** In today's world, there is one master medium – word-of-mouth. Word-of-mouth is important because technologies, such as the social networks or the iPhone, "equip anybody to broadcast not just over the backyard fence, but over the entire planet. And they do and will continue to from now on," Schley explained.
2. **If consumers are going to repeat something, they are going to repeat micro-scripts.** Micro-scripts are "great communicators" meant to "inform, impress and persuade other people," he stated. He explains that micro-scripts allow the human brain to use heuristics – or rules of thumb – to "make a snap judgment on the least amount of information," which is how the brain likes to work.
3. **If you want to be effective, build on the dominant selling idea.** The dominant selling idea is the "one most unique and important idea at your center; your absolute differentiating value," he said.

"You're lucky enough to have people remember one thing, if they remember anything at all," he said. Referring to that as the **one item of carry-on rule** of heuristics, he noted that when people do remember something from a message, they pick out the one thing that's most unique, important or memorable to them and pack that "in the overhead bin to carry on."

He recommended using micro-scripts to write a tagline as a more effective way to get a brand's message to resonate with consumers. He stressed the importance of micro-scripts working one-to-one as well. "Before making the message work one-to-millions, it needs to work one-to-one first," he stressed. Listening to consumers and creating micro-scripts also helps "leveraging the engine of trust that consumers control," he said. By incorporating a listening strategy, marketers may also discover micro-scripts that consumers have invented (as the OTC product **Airborne** did when consumers inadvertently tagged it with the micro-script of "using it before getting on a plane").

###

#### DTC INSIGHT

*\* Micro-scripts are an effective way to get a message heard and repeated among consumers. Schley recommended testing to see if it sticks, and if it doesn't, then it is not simple enough. Micro-scripts can be so powerful because they can help a consumer gain insight into a brand instantly. Furthermore, consumers have so much power in the marketplace, that having it work successfully one-to-one first can escalate it to one-to-millions. He advised marketers to "make it work with word-of-mouth if you want to make it work."*

**ON THE MOVE**

**Astellas Pharma US** has named **Walt Johnston** vice president of marketing, reporting to **Patrick Shea**, senior vice president of marketing and sales. Johnston, who will be responsible for leading all strategic marketing activities for on market and development products for the U.S. business, previously worked at **Pfizer** for more than 18 years (most recently as national sales director, Vista Rx, and for driving sales initiatives for **Lipitor** and **Caduet**.... **Epsilon**, a marketing services firm, has named **Alex Kooluris** as vice president and general manager of its **Purple@Epsilon unit**, which specializes in multichannel marketing for health-care. Kooluris will support major pharma clients with overall management, development of brand strategy, relationship management, and creative assets. Kooluris previously worked at **Saatchi & Saatchi** and its **Glow Worm** unit for such clients as **Gilead** and **Johnson & Johnson**.

**imc<sup>2</sup>** has promoted **Marc Blumberg**, a co-founder of the digital agency, from executive vice president to president. He will focus on "people, work and client relationships," according to a statement. **Doug Levy**, who was president, becomes chief executive. In addition, **Ian Wolfman** was to executive vice president, business development and marketing, and **Mark McKinney** was named senior vice president, engagement marketing. McKinney will lead imc<sup>2</sup>'s strategy practice and manage the integration of brand engagement marketing into client work.

**DAZMedia**, a New Jersey-based full service digital agency, has named **Ilana Raz** a director of business de-

velopment and strategy. She is a 13-year veteran of healthcare and pharmaceutical marketing, and most recently worked at **CCG Metamedia** in New York and previously held a variety of interactive marketing and business development roles at companies including **Pfizer** and **Health Science Communications**.

**Anne Woodbury** has joined **TogoRun**, a global healthcare communications firm, as senior vice president and managing director of its new Washington office. Woodbury previously was a senior vice president at **Fleishman-Hillard** and directed the firm's **Health Solutions Navigator** unit focusing on health-care public affairs.

Health communications and public affairs firm **Spectrum** named **Katherine J. Maynard** as its chief operating officer, a new position. In 1998, Maynard relocated to Washington and joined Spectrum from one of the firm's charter clients, a biotechnology company. Since then, she has directed strategy and execution of communications programs for nationwide pharmaceutical product launches and patient advocacy communications campaigns.

**MEDIA**

**Drug Store News Group**, a unit of **Lebhar-Friedman**, has teamed with **Armada Health Care** to launch a new magazine, *Specialty Pharmacy*, to serve this fast-growing segment of the healthcare market. Armada is a channel management and advocacy organization for specialty pharmacy, which is estimated to be an \$80 billion market, and growing quickly as home healthcare evolves.

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