

# Finding The Gold In Your Business...



## ...Is Our Business

Any mass media vehicle can advertise your product. But reaching just the right patients with a message they value and believe – that's not so easy. That's where the gold is.

Our one-of-a-kind patient communications network allows you to selectively target your market based on an individual's actual prescription history and healthcare product use. Then we deliver your message through our syndicated, national pharmacy network. With complete HIPAA compliance.



We don't just advertise. We educate, inform, and influence over 100 million patients to make better healthcare decisions in almost every therapeutic category, more than one billion times every year.

**Let us help you find the gold in your business.  
To learn more, visit [www.catalinahealthresource.com](http://www.catalinahealthresource.com)**

**Catalina Health Resource  
200 Carillon Parkway  
St. Petersburg, FL 33716**

#### **Main Contact**

Melanie Pezey  
Sr. Manager, Marketing Communications  
Melanie.pezey@catalinamarketing.com or  
(727) 579-5352  
Larry Blum  
Sr. VP, Business Development  
Larry.blum@catalinamarketing.com or  
(215) 793-3811

#### **Date Established**

1994

#### **Leadership**

Craig Scott, President  
Joe Meadows, Vice President, Marketing

#### **Clients**

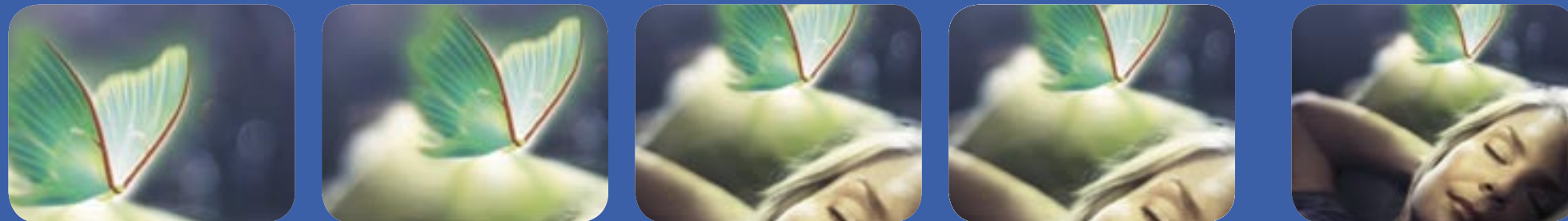
Catalina Health Resource counts 16 of the top 20 pharmaceutical companies, numerous midsize pharma firms and leading OTC & CPG manufacturers among its clients.

#### **Company Profile**

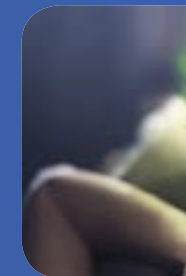
Catalina Health Resource (CHR) is the healthcare division of Catalina Marketing Corporation. Their signature products, PatientLink™ and CheckoutRx™, form the foundation of CHR's targeted media services. CHR reaches over 100 million patients, more than 1.1 billion times each year, as patients fill their prescriptions and purchase healthcare products in pharmacies and other retail locations nationwide.

As a pioneer in targeted media, Catalina Health Resource partners with leading pharmaceutical manufacturers, healthcare products companies, and retail pharmacy chains to promote patient education delivered at the pharmacy point of care and the retail point of purchase.

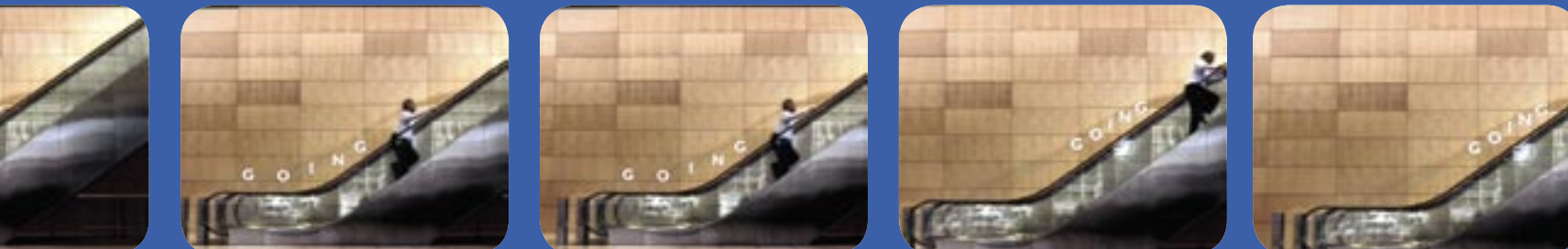
CHR products are fully compliant with the privacy protection requirements outlined by the Health Insurance Portability and Accountability Act of 1996 (HIPAA).



Lunesta®  
(eszopiclone)  
1, 2 AND 3 MG TABLETS



# MCCANN HUMANCARE



AVODART®  
(dutasteride)



Requip®  
(ropinirole HCl)



ONCE-A-DAY  
ARICEPT®  
(donepezil HCl)



## McCann HumanCare

### Main Contact

Andrew Schirmer, Managing Director, McCann HumanCare  
Lynne Reilly, Growth Director, HumanCare

### Date of Establishment

2003

### Leadership

Andrew Schirmer, Managing Director

### Employees

28 dedicated account service employees

### Clients

6 Pharmaceutical Companies, 10 Brands

### Company Profile

McCann HumanCare is a resource within McCann Worldgroup, functioning as McCann Healthcare Worldwide's consumer marketing arm. HumanCare currently partners with 10 brands in an array of categories for all their marketing, strategic and creative needs. Through our partner entities within McCann Worldgroup, we are able to expand that offering into CRM, online and off (MRM Worldwide), events/promotion (Momentum), branding/ID (Futurebrand), and public relations (Weber Shandwick).

### Awards

2006 DTC POE Awards  
Brand of the year—less than \$2B in sales—Lunesta—Gold  
DTC Agency of the year—Silver  
Best New DTC brand of the year—Avodart—Silver  
Brand of the Year—less than \$2B in sales—Avodart—Bronze

### Sepracor's Lunesta

2006 PhAME Awards Best New Product Introduction—First Place  
2006 Health Aids/Prescription Products Effie Award—Silver  
2006 MM&M (Medical Marketing & Media) Awards:  
Best Total Integration Program (for client companies under \$5 billion sales)—Gold  
2006 DTC National Advertising Awards Gold Award, Best Branded Television Campaign  
Gold Award, Best Branded Print Campaign  
2005 POE (Perspectives on Excellence) Awards from DTC Perspectives, Inc.:  
DTC Brand of the Year (sales under \$2.5 Billion)—Gold  
DTC Best New Brand of the Year—Silver

### GlaxoSmithKline's Avodart

2006 ARF Ogilvy Award  
2006 MM&M Awards—Best Branded TV Campaign—Silver

WANTED: Clients with passion, vision and nerve



**AbelsonTaylor**  
35 East Wacker Drive  
Chicago, IL 60601  
(312) 894-5500  
[www.abelsontaylor.com](http://www.abelsontaylor.com)

**Main Contact**

Dale Taylor, CEO  
(312) 894-5657  
DTaylor@abelsontaylor.com

**Date of Establishment**

AbelsonTaylor was founded in 1981. Early on, diagnostics and medical device companies dominated our client roster. In our second decade, our client roster evolved to include many of the premier pharmaceutical and biotechnology companies in the country. We have worked on patient communications throughout most of our history and have had a dedicated direct-to-consumer practice since 2004.

**Employees**

327 (141 account, 116 creative, 41 production, 29 support)

**Clients**

Pharmaceutical, biotechnology, and medical device companies

**Company Profile**

AbelsonTaylor offers fully integrated, refreshingly original DTC health care campaigns. We fuse spot-on strategic insights about a brand and a consumer with a proven creative process – we were voted Most Creative Agency by our peers for 10 years in a row. Ask to see samples of our broadcast, print, outdoor, radio, web sites, banners, identity, and database marketing efforts. And, examples of how this work is driving results.

**Mission Statement**

Bring the thinking that won us our reputation as Most Creative Agency 10 years running to the world of DTC.

**Awards**

We have been voted Most Creative Agency for 10 of the last 11 years at the Med Ad News Manny Awards.



commonhealth.com

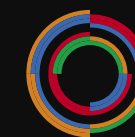
## Real. Unexpected.

New opportunities can come along at any time. To keep your brand going strong, you have to be ready to seize them.

We'll make sure you're well equipped. We record hundreds of real physician-patient visits, then analyze their wants and needs through our proprietary methodology. Our library is the largest of its kind, because we've been doing this longer than anyone.

We leverage this inside information to create reality-based, results-driven campaigns, maximizing every stage of your brand's life.

You want real results? We'll exceed your expectations.



Collaborative Velocity™

CommonHealth®

A WPP Company

There's nothing common about us.

**CommonHealth, a WPP Company**  
446 Interpace Parkway  
Parsippany, NJ 07054  
T: 973-352-1000  
F: 973-352-1500  
www.commonhealth.com

### Main Contact

Matt Giegerich – CEO/President, CommonHealth  
Meg Columbia-Walsh – Managing Partner/President Consumer & E-Business, CommonHealth  
Betsy Alvarez – EVP, Director of Client Services, CommonHealth Consumer Group

### Date of Establishment

1992

### Company Profile

CommonHealth, a WPP Group company, is the world's leading healthcare communications resource. Our network of 13 best-in-class business units holds expertise in every discipline and therapeutic category. Our newly consolidated CommonHealth Consumer Group empowers consumers to better present their healthcare stories to their physicians. We use proprietary reality-based research along with linguistic and anthropological methodologies to develop actionable understanding of consumer-physician communication. The results are actualized in strategies and creative that inspire productive dialogue that delivers unparalleled outcomes for our clients' businesses.

CommonHealth has the unique ability to provide innovative, cost-cutting healthcare solutions and a real return on investment to our clients. Whether you are introducing a new pharmaceutical or revitalizing an established and mature brand, the Collaborative Velocity of CommonHealth can make all the difference in the world.

### CommonHealth Agencies

Adient  
Altum  
Carbon  
CommonHealth Consumer Group  
CommonHealth Paris  
Conectics  
Ferguson  
HLS  
MBS/Vox  
Noesis  
ProCom  
Qi  
Solara

### Clients

CommonHealth clients include 14 out of the top 15 pharmaceutical companies, worldwide.

### Awards

In 2006, CommonHealth won 72 creative awards with winning submissions in almost every healthcare competition entered.



## It's all about connections

At GSW Worldwide, we don't do DTC. At least not the way it's done traditionally. Instead, our philosophy is CTC, Connect-To-Customer™. We believe the best way to build a brand is through creating stronger connections with customers – both the consumer audience and healthcare professionals – to create a more unified, more effective dialogue. Through CTC™, we optimize the patient/provider relationship in one seamless program, resulting in an overall communications program that resonates across all stakeholders.

Interested in seeing how our CTC™ approach could liberate your brand? Call Brian Heffernan at 614-543-6474 to get connected.

GSW Worldwide, along with our client Roche Pharmaceuticals, successfully negotiated the first-ever pharmaceutical company tie-in to a major motion picture, "Happy Feet."



### GSW Worldwide

#### Main Contact

Brian Heffernan, EVP/CMO  
614-543-6474

#### Date of Establishment

1977

#### Leadership

Phil Deschamps, Chairman and CEO  
Joe Daley, President/GSW Worldwide – Columbus, OH  
Art Chavez, President/GSW Worldwide – New York, NY  
Mark Frank, EVP/Managing Director/GSW Worldwide – Newtown, PA  
Bruce Rooke, Chief Creative Officer  
Brian Heffernan, Chief Marketing Officer

#### Employees

Over 500

#### Clients

Some of our clients include: Astellas, Bausch & Lomb, Biogen Idec, Ethicon, Ethicon Endo-Surgery, Eli Lilly and Company, Merck and Co., MGI Pharma, Ortho-McNeil Neurologics, Roche, TAP Pharmaceuticals and Theravance, Inc.

#### Company Profile

Since our beginning in 1977, GSW Worldwide has grown to become one of the most recognized health and well-being marketing communications firms in the world. With talent culled from not only the top pharmaceutical companies in the world but also from the largest, most creative consumer ad agencies as well, GSW Worldwide has earned the acclaim of clients and peers alike. From 2004-2006, GSW Worldwide earned over 100 healthcare advertising awards and was named MedAdNews' Agency of the Year in 2004 and Most Creative Agency in 2006.

Our global network includes offices in 13 countries, along with our US presence in New York, NY, Newtown, PA and Columbus, OH. In 2004, GSW Worldwide and its parent company, inChord Communications, were acquired by Ventiv Health (subsequently re-branded inVentiv Health) and GSW Worldwide became a part of the inVentiv Communications group.

#### Awards

Recent awards include:  
2006 Most Creative Agency (MedAd News)  
2006 Best Disease State Awareness Campaign (MedAd News)  
2006 DTC National Advertising Awards (Ethicon Endo-Surgery–2 awards)  
2006 In-Awe Awards (6 golds, 4 silvers, 2 bronzes)  
2005 Most Creative Agency Finalist (MedAd News)  
2004 Agency of the Year (MedAd News)

