

# MedAdNews

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## inVentiv Communications

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In March 2006, Ventiv Health re-branded itself as inVentiv Health — a name that network managers feel reflects its role as a total solutions provider. As part of the brand launch, the network renamed its three major divisions as inVentiv Clinical, inVentiv Commercial, and inVentiv Communications. Under the continued leadership of President and CEO Blane Walter, inChord became inVentiv Communications, officially dropping the inChord name Dec. 31, 2006.

The past year marked the beginning of a new era for the organization. After being acquired by Ventiv Health in October 2005, inChord Communications redefined itself in 2006 and helped to re-define its new parent company. Through its acquisition of inChord and other clinically focused companies, Ventiv Health, which had been recognized primarily as a sales team organization, evolved into a provider of integrated clinical, communications, and commercial solutions for the health-care industry.

As part of the inVentiv Health organization, inVentiv Communications represents about 40% of the total revenue for inVentiv Health. Mr. Walter attributes the success of inVentiv Communications to the network's brand-building offerings, talent that represents a diverse range of expertise, and the ability to provide integrated communications solutions for clients through a single unified structure.

### The year's accomplishments

Each of the advertising agencies under inVentiv Communications experienced success last year. **GSW Worldwide** ([gsw-w.com](http://gsw-w.com)) recorded major wins with clients such as **Roche** ([roche.com](http://roche.com)), **Merck & Co.** ([merck.com](http://merck.com)),

**Biogen Idec Inc.** ([biogenidec.com](http://biogenidec.com)), **MGI Pharma Inc.** ([mgipharma.com](http://mgipharma.com)), and **Ethicon Inc.** ([ethicon.com](http://ethicon.com)), expanding professional and consumer business in all locations. **GSW Worldwide** opened a new office in Newtown, Pa., growing to 45 staff members in less than a year.

**Palio Communications** achieved a milestone year with wins from **Becton Dickinson and Co.** ([bd.com](http://bd.com)), **Boehringer Ingelheim GmbH** ([boehringer-ingelheim.com](http://boehringer-ingelheim.com)), **IdeaSphere** ([ideasphere.org](http://ideasphere.org)), and **Kyowa Hakko Co.** ([kyowa.co.jp](http://kyowa.co.jp)). The **Navicor Group** ([navicorgroup.com](http://navicorgroup.com)), offering expertise in oncology and immunology, moved into new headquarters and won significant business from **Genentech Inc.** ([gene.com](http://gene.com)), **Roche**, and **Aspreva Pharmaceuticals Corp.** ([aspreva.com](http://aspreva.com)), growing from 28 staff members to 40 staff members.

**Stonefly Communications Group** ([stoneflygroup.com](http://stoneflygroup.com)) added new business from **Novo Nordisk AS** ([novonordisk.com](http://novonordisk.com)), **UnitedHealth Group** ([unitedhealthgroup.com](http://unitedhealthgroup.com)), and **Endo Pharmaceuticals Holdings Inc.** ([endo.com](http://endo.com)).

Working globally continued to be a focus for inVentiv Communications in 2006. The global network, which includes offices in 13 markets worldwide, collaborated on campaigns for a number of clients, including **Eli Lilly and Co.** ([lilly.com](http://lilly.com)), **Novartis** ([novartis.com](http://novartis.com)), and **Otsuka Pharmaceutical** ([otsuka.com](http://otsuka.com)).

InVentiv Communications also strengthened its worldwide presence in 2006 with the acquisition of **Jeffrey Simbrow Associates Inc.** ([jsai.com](http://jsai.com)), a health-care communications company in Canada. With more than 80 associates and offices in Toronto and Montreal, Jeffrey Simbrow Associates boasts a roster of clients that includes Roche, Lilly, and **GlaxoSmithKline** ([gsk.com](http://gsk.com)).

Patient compliance became a significant area of emphasis for inVentiv Communications in 2006 with the acquisition of **Adheris**, a Massachusetts-based company that provides pharmacy-based reminder programs to keep patients on therapy. InVentiv clients are increasingly focused on patient retention as a key marketing strategy. As the industry leader in patient-compliance programs, Adheris enabled inVentiv Communications to build a critical capability to fulfill this need. Additional growth is expected in 2007.

Each specialty business within inVentiv Communications experienced strong performance in 2006 as well. **Blue Diesel** ([bluediesel.com](http://bluediesel.com)), an inter-



President and CEO Blane Walter; Chief Financial Officer and Chief Administrative Officer William O'Donnell

active communications agency, added new business from Merck, while also expanding its role with clients such as **Tap Pharmaceutical Products Inc.** (tap.com), **Cephalon Inc.** (cephalon.com), **Bioron GmbH** (bioron.net), and **Novo Nordisk**. As a result of relationships with several clients on the East Coast, **Blue Diesel** plans to open an office in Newtown, Pa. in early 2007.

**The Selva Group** (theselvagroup.com), formerly a division within **Palio** (paliocommunications.com), became a separate company under the leadership of **David St. Peter, M.D.**, president. With a focus on medical education and event planning, **The Selva Group** works with clients such as **GlaxoSmithKline**, **Serono SA** (serono.com), and **Lilly**. In early 2007, **The Selva Group**, whose staff numbers 18 employees, will move out of the **Palio** headquarters and into its own office space in **Saratoga Springs, N.Y.**

**Cadent Medical Communications** (cadentmed.com), the **Dallas-based** medical communications provider, expanded its relationship with **Genentech** and **Roche**. In addition, **Cadent** began working with **Bausch & Lomb Inc.** (bausch.com) to develop a global medical education strategy.

**CHS**, inVentiv's outsourced marketing consultancy, expanded relationships with **Genentech** and **Cephalon**. **CHS** also added new business from **Teva Pharmaceutical Industries Ltd.** (tevapharm.com), **Talecris Biotherapeutics Inc.** (talecris.com), and **Inhibitex Inc.** (inhibitex.com).

**Y Brand** (ybrand.com), the **New York-based** branding company, continued to grow in 2006, adding new work from **Merck** and **Biogen Idec**.

**InVentiv Health** made two significant acquisitions in early 2007. In February, the network signed a definitive agreement to acquire **Ignite Health** (ignitehealth.com), an independent health-care advertising agency.

**Ignite** uses a technology-centric approach to communicate with people living with chronic diseases and those who care for them. **Ignite** will operate under the **inVentiv Communications** division, which provides a full suite of integrated health-care marketing and communications solutions.

The acquisition of **Chamberlain Communications Group** (chamberlainpr.com) expands **inVentiv Communications'** public relations capabilities. The network acquired the health-care-

focused public relations agency in February. **Chamberlain** will operate under the **inVentiv Communications** division. Under the terms of the agreement, **inVentiv Health** will acquire **Chamberlain** for \$13 million in cash and stock, plus potential earn-out payments for exceeding specified financial targets. The transaction is expected to be immediately accretive to **inVentiv's** earnings.

**New York City-based Chamberlain** was founded in 1993 and serves the health-care industry exclusively.

"Public relations has never been more important to our pharmaceutical clients who are looking to build brand value and loyalty," Mr. Walter says. "Chamberlain is an authority in this field, bringing an impressive management team of communications strategists and an outstanding roster of long-standing clients. We are excited to add their capabilities to ours and we look forward to continued expansion in public relations."

### Structure and services

**InVentiv Communications** is among the largest health-care communications organizations in the world with 13 companies, and a global network of agencies in 13 global markets. These companies provide a broad range of marketing and communications services for clients, including marketing strategy, advertising, branding, public relations, medical education, patient compliance, interactive communications, and other services.

**InVentiv Communications** is structured as one of the three major divisions of **inVentiv Health**, along with **inVentiv Clinical** and **inVentiv Commercial**. Mr. Walter is a member of the **inVentiv Health** board of directors and executive management team. In addition, he leads the **inVentiv Communications** operating board, which comprises top leaders from each company within the division and is responsible for strategic oversight.

### Future plans

According to Mr. Walter, the network's vision for 2007 is to continue building **inVentiv Communications** as a full-service solutions provider, rather than a network of communications agencies. To achieve this goal, **inVentiv Communications** will focus on using the resources of **inVentiv Health** to bring

broader solutions to clients, while expanding its own capabilities to better address challenges faced by brand managers.

In partnership with its sister divisions — **inVentiv Commercial** and **inVentiv Clinical** — **inVentiv Communications** has established a collaborative approach to solving client problems across the life cycle. Although this approach already has benefited several brands, the opportunity is substantial to help more clients build integrated commercialization plans for their products. In 2007, creating accessibility to this broader base of services and expertise will be a key objective.

In addition, **inVentiv Communications** will continue to develop solutions to address the biggest challenges in the industry. Patient compliance will expand into a critical area of emphasis as brand managers increasingly shift their focus from patient acquisition to patient retention. Building on the foundation provided by **Adheris**, **inVentiv Communications** will develop a comprehensive compliance service for clients with a complete range of patient education tools and resources.

Addressing managed-care issues will be a key focus as well. Brand managers are seeking strategies that will enable them to create better access to their products, while still providing optimum volume and pricing levels. They also are looking for ways to partner with managed-care providers, physicians, and patients to improve disease-state management. Establishing a center of expertise to address these issues will be a top priority for 2007.

Continuing to expand existing capabilities will be important. Specialized services, including public relations, direct marketing, interactive communication, and channel marketing, will take on more prominence as **inVentiv Communications** continues to strengthen its capabilities.

Internally, **inVentiv Communications** will enhance its focus on talent management. With aspirations to be a world-class employer, **inVentiv Communications** will create new systems that emphasize developing talent, maximizing career opportunities, and creating mobility within the organization.

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