



MedAdNews

2009 HEALTHCARE ADVERTISING AGENCIES • MEDADNEWS.COM • APRIL 2009

inVentiv Health Inc.

500 Atrium Drive, Somerset, NJ 08873

Telephone: 800-416-0555

Website: inventivhealth.com

For inVentiv Health, 2008 was a year highlighted by strong revenue growth, enhanced operations, and continued success. Although the environment for the pharmaceutical industry grew more challenging, inVentiv embraced the opportunity to drive flexibility and cost-efficiency for clients through services ranging from clinical development to product commercialization to patient support.

■ Accomplishments

Following six major acquisitions in 2007, inVentiv slowed its acquisition pace in 2008. The network focused on integrating capabilities and aligning operations to provide more streamlined services to clients. Across four major divisions,

the network strengthened relationships with key clients and maintained a new business win rate of more than 50%.

inVentiv announced key leadership moves in 2008. Eran Broshy, who had served as CEO of the organization since 1999, transitioned to executive chairman of the board. Blane Walter, former president of inVentiv Health, was promoted to CEO. Mr. Walter joined the company in 2005 after inVentiv acquired inChord Communications, a network of healthcare communications agencies that Mr. Walter owned and led. Terrell Herring was promoted to president, adding that title to his existing role of chief operating officer. Mr. Herring has been with inVentiv since 1999 and led the company's commercial division.

The network promoted Dan Rubín to president of inVentiv Patient Outcomes, one of the four major business divisions. Mr. Rubín was president of Adheris, a patient-compliance company that inVentiv acquired in 2006. Norman Stalsberg was promoted to president of inVentiv Strategy



(from left) David Bassin, chief financial officer; Blane Walter, CEO; Terry Herring, president and chief operating officer

& Analytics, a part of inVentiv Commercial. Mr. Stalsberg was president of CHS, a strategic consulting company that joined inVentiv in 2005 as part of the inChord acquisition.

Many of inVentiv's back-office support teams were reorganized to facilitate greater integration and connectivity across the organization, which included the areas of human resources, technology, training, marketing, and talent management. These groups were aligned under corporate leaders, enabling the divisions to share common practices and systems.

The network achieved 75 integrated business wins in 2008, compared with 35 in 2007, and strengthened relationships with many of its top pharmaceutical clients through SEAM Teams. These teams are strategic taskforces comprising account leaders from each division who focus on understanding and addressing specific client needs.

"Given the challenging environment, pharmaceutical companies are changing the way they work," Mr. Walter says. "As they focus on building greater flexibility and efficiency into their business model, they are looking to outsource more of their work across the life cycle and are wanting innovative solutions that will drive brand success. inVentiv is well-positioned to deliver on both of these fronts."

■ Structure and services

inVentiv is organized with four major operating divisions that align with client needs throughout the life cycle: inVentiv Clinical, inVentiv Communications, inVentiv Commercial, and inVentiv Patient Outcomes.

inVentiv Clinical provides a full range of clinical outsourcing solutions from contract staffing to full CRO-type services. Under the leadership of President and CEO Mike Hlinak, inVentiv Clinical remained one of inVentiv's fastest-growing segments in 2008 and continued to expand its role as a strategic partner for clinical outsourcing.

Scott Treiber, Ph.D., joined inVentiv Clinical's leadership team as senior VP, clinical operations. Dr. Treiber, who brings more than 20 years experience in the clinical and medical-research industries, oversees all aspects of clinical monitoring and development at inVentiv Clinical. The clinical division also expanded its global reach by establishing offices in Brazil and Spain in 2008.

Led by President and Chief Operating Officer Bill O'Donnell, inVentiv Communications provides the full range of healthcare marketing services, from branding and advertising to public relations and medical education. inVentiv Communications deepened relationships with many long-term clients and continued to win new business during the year. The division also responded to its clients' desire for cost savings and flexibility by creating new delivery models, including inServ, a unique studio platform. The inServ model

deploys a new technology that supports the high-quality execution of graphic design, final art, and production services in a streamlined, efficient manner.

The company's largest division, inVentiv Commercial, delivered strong growth in 2008 through two subdivisions, inVentiv Selling Solutions and inVentiv Strategy & Analytics.

inVentiv Selling Solutions, which provides outsourced sales teams and related services, won significant new business in 2008. This group is led by President Paul Mignon. Despite the discontinuation of one of its larger contracts, inVentiv Selling Solutions replaced all of the lost revenue with new sales team assignments and entered 2009 in a strong position. The group expanded its closed-loop marketing offering, a tool that many sales teams are using to enhance their outreach to healthcare providers in a targeted manner.

The other subdivision within inVentiv Commercial, inVentiv Strategy & Analytics, provides commercialization planning and market research. After Norman Stalsberg was named president in July, inVentiv Strategy & Analytics began a process to realign capabilities and enhance its offering to clients. The implementation of this realignment will occur in early 2009.

inVentiv Patient Outcomes, which provides services to help ensure that patients achieve the best possible medical outcomes, continued to grow quickly under the leadership of Dan Rubin. Mr. Rubin was appointed president in July. The division attracted many new clients and developed several new offerings to support better patient access and adherence to medication.

inVentiv Patient Outcomes also enhanced its capabilities with the acquisition of Patient Marketing Group, a patient relationship-marketing company, in August. The company engages and motivates patients and is a complement to the division's existing capabilities in adherence, patient assistance, and clinical education.

■ Future plans

In 2009, inVentiv Health will focus on five key priorities to drive the business forward. These goals are to continue to offer best-in-class capabilities in every division; collaborate across business units and divisions to offer integrated solutions; invest in and develop talent; acquire and create innovative offerings; and deliver services in an efficient, streamlined manner.

inVentiv executives anticipate that pharmaceutical companies will continue to face challenges this year. They are optimistic, however, that the industry's move to outsource more of its work with external partners will drive new growth opportunities for inVentiv Health in 2009 and beyond.