

What's New



NEW HEALTHCARE-RELATED
PRODUCTS, SERVICES,
AND COMPANIES

inVentiv Forging a New Era in Healthcare Communications

TRENDING NOW: Agency consolidations lead to concentrated offerings to address changing market conditions.

Palio and Ignite Health, both **INVENTIV HEALTH** agencies, have joined together to operate as **PALIO+IGNITE**. By leveraging the strengths of each legacy agency, company executives say Palio+Ignite provides clients with a heightened level of synergy through ideas and innovation.

"Healthcare is at a crossroads in the United States," says Mike Myers, president of Palio+Ignite. "We find ourselves perfectly poised at these many intersections where health and care can be positively impacted by our efforts. As a healthcare communications agency, we represent much more than the combining of capabilities. Palio+Ignite represents the future of how consumers will engage with brands, and it is our role to help our clients connect with and engage their audiences across the platforms in which they live, work and play."

According to Guy Mastrion, chief global creative officer at Palio+Ignite, it's at these critical intersections that the agency can help clients make meaningful connections with those who need their brands to deliver care.

Rounding out the leadership triumvirate is Fabio Gratton, Palio+Ignite's chief alchemist, who says, "When we are able to fully appreciate and understand the multiple dimensions of a consumer's psyche — the social characteristics, psychological profiles, as well as their emo-

tional intelligence — we will be able to zoom in on those key moments of truth, when specific needs emerge within specific contexts, that take place within a person's everyday life."

With 200 employees, three offices in Irvine, Calif., New York and Saratoga Springs, N.Y., and expertise in every aspect of healthcare communication, Palio+Ignite is able to offer clients a breadth of solutions that span the landscape from managed markets to mobile strategies, and reach audiences as diverse as patients and payers.

In other inVentiv company news, GSW Worldwide and Blue Diesel are also combining offerings to deliver complete customer-centric brand experiences to meet evolving market needs. The combined agency becomes one of the largest healthcare-focused communications companies, with more than 600 employees in six locations, serving 50 clients and 90 brands around the world.

Joe Daley, president of GSW Worldwide, will serve as the leader of the newly formed organization that will be called GSW, fueled by Blue Diesel.

"We took a critical step by bringing our two agencies together to change the way healthcare brands connect with people," Mr. Daley says. "We have 30 years of

Joe Daley,
President,
GSW, fueled
by Blue Diesel



Mike Myers
President,
Palio+Ignite



Guy Mastrion Chief
Global Creative
Officer, Palio+Ignite



Fabio Gratton
Chief Alchemist,
Palio+Ignite



shared history together, and now we have a shared commitment: helping more people choose healthier lives by creating brand experiences people will use, remember, share, and stay with. Simply put, we believe in building experiences that drive better outcomes."

The core offerings of the new agency will span the complete range of professional and consumer advertising and promotion, brand identity and development, relationship marketing, digital/interactive services, media planning and buying, market research and analytics, managed care marketing and strategic planning.

Ogilvy CommonHealth Rebrands Two Service Groups

Ogilvy CommonHealth Consumer Care and
Ogilvy CommonHealth Insights & Analytics

have been rebranded as **OGILVY COMMON-HEALTH WELLNESS MARKETING** and **OGILVY COMMONHEALTH BEHAVIORAL INSIGHTS**, respectively.

Ogilvy CommonHealth Wellness Marketing's name change further highlights the group's in-

creased focus on helping brands become an integral part of consumers' and patients' lives for healthier living, particularly as they find themselves more and more responsible for managing their own health and well-being.

Ogilvy CommonHealth Behavioral Insights' re-



Matt Giegerich

branding is in keeping with the unit's focus on observational research, linguistics, and ethnographics relating to health and healthcare behaviors. This name change also serves to differentiate the group from its internal

partners at Ogilvy Healthworld Marketing Analytics & Consulting, whose name accurately reflects its expertise in back-end quantitative business analytics.

"This decision to rebrand these two groups is a result of our ongoing determination to provide clarity and focus in all our business efforts," says Matt Giegerich, chairman and CEO of Ogilvy CommonHealth Worldwide.



Miles White (l), Chairman and CEO, Abbott, Richard Gonzalez, Chairman and CEO, AbbVie.

AbbVie Revealed

In conjunction with its 125th anniversary, **Abbott** has completed the separation of its research-based pharmaceuticals business, which is now known as **ABBVIE**, a new independent biopharmaceutical company. AbbVie trades independently on the New York Stock Exchange under the symbol "ABBV."

In October 2011, Abbott announced that it would separate into two independent companies, as its businesses evolved into two different investment identities. AbbVie is a research-based specialty biopharmaceuticals company with a broad portfolio of medicines, including leadership in immunology and virology, and a pipeline of breakthrough therapies.

AbbVie combines the focus and passion of a leading-edge biotech with the expertise and structure of a long-established pharmaceutical leader. A global enterprise that serves patients in more than 170 countries, AbbVie launches with an estimated \$18 billion in annual revenue. AbbVie has adopted a streamlined and focused business model built on a broad portfolio of market leading medicines, including growth brands and durable performers, such as Humira, AndroGel, Lupron, Synagis, Creon, Synthroid, Kaletra, Norvir, and Zemplar.

AbbVie's long-term growth will be fueled by a compelling pipeline of more than 20 mid- to late-stage clinical programs, as well as new discoveries to address diseases, including hepatitis C, rheuma-

toid arthritis, psoriasis, multiple sclerosis, Alzheimer's disease, Parkinson's disease, spondyloarthropathies, multiple myeloma and endometriosis. AbbVie has tripled the number of new molecular entities in its pipeline over the last several years.

"AbbVie launches with an outstanding portfolio, a solid pipeline and enthusiastic people who will serve patients and deliver growth," says Richard Gonzalez, chairman and CEO, AbbVie. "With those assets and a relentless focus on innovation we intend to create significant value for our shareholders."

Abbott is one of the largest science-based, diversified healthcare companies, with market-leading offerings in diagnostics, medical devices, nutritionals, and branded generic pharmaceuticals.

Miles White, chairman and CEO of Abbott, says the company "has had enduring success precisely because of what we're doing now — reinventing ourselves for changing times and creating new ways to serve the millions of patients, customers, communities, and shareholders who depend on us."

Abbott begins its 125th year with about \$22 billion in revenue generated throughout 150 countries.

The American Association of Nurse Practitioners Launches



Angela Golden

Unifying the voices of nurse practitioners (NPs) nationwide, **THE AMERICAN ASSOCIATION OF NURSE PRACTITIONERS (AANP)** has officially launched, creating the largest professional membership organization in the country for NPs of all specialties. The new entity is the result of a merger in January 2013 between The American Academy of Nurse Practitioners and The American College of Nurse Practitioners.

"NPs are poised to gain myriad benefits as a result of the consolidation that created the new entity," says Angela Golden, president of AANP. "Beyond additional conference opportunities, our members will see a greater NP presence in the national healthcare dialogue."

Prepared at the graduate level, NPs provide primary and acute healthcare services. In addition to being expert clinicians, NPs guide patients in making smarter health and lifestyle choices.

AANP represents the interests of about 155,000 NPs across the country, providing a unified networking platform, and advocating for their role as providers of high-quality, cost-effective, comprehensive, patient-centered, and personalized health care. The organization provides legislative leadership at the local, state and national levels, advancing health policy; promoting excellence in practice, education and research; and establishing

standards that best serve NP patients and other health care consumers.

PCORI Announces Funding for First Comparative Effectiveness Research Projects

The Patient-Centered Outcomes Research Institute (PCORI) has approved 25 awards, totaling \$40.7 million over three years, to fund patient-centered comparative clinical effectiveness research projects under the first four areas of its National Priorities for Research and Research Agenda. The awards were part of PCORI's first cycle of primary research funding and selected from among almost 500 applications.

The projects approved for funding include those that will study ways to improve care for people with such health problems as bacterial and viral infections, cardiovascular disease and stroke, certain cancers, chronic kidney disease, chronic pain, depression and other serious mental illness, and pediatric diabetes, as well cross-cutting proposals investigating how to improve care for people with multiple conditions. Other projects seek ways to improve patient-clinician communication, reduce selected health disparities, and improve the way healthcare systems operate.

The awards were issued in PCORI's national research priority areas of Assessment of Prevention, Diagnosis, and Treatment Options; Improving Healthcare Systems; Communication and Dissemination Research; and Addressing Disparities. A PFA for proposals under PCORI's fifth priority area, Accelerating Patient-Centered Outcomes Research and Methodological Research, was issued in November, with proposals due March 13, 2013. PCORI also plans to start issuing calls for proposals to study specific research topics in early 2013.

NeRRe Therapeutics Created to Develop Neurokinin Antagonists

NeRRe Therapeutics was launched to develop a portfolio of clinical and preclinical neurokinin receptor antagonists divested from **GLAXO-SMITHKLINE**. NeRRe has raised \$18.4 million in Series A financing to support the progression of these molecules into clinical studies in diseases for which there is substantial unmet medical need.

The initial focus of the funding is on the most advanced neurokinin-1 receptor antagonist in the pipeline, which is being repositioned for a new indication. The company founders, Dr. Emiliangelo Ratti and Dr. Mike Trower, are both former senior leaders of neurosciences drug discovery at GSK. Dr. Ratti is CEO and Dr. Trower has the role of chief scientific officer.

The company will be based at the state-of-the-art Stevenage Bioscience Catalyst, the UK's first open innovation bioscience campus. **PV**