



## FOR IMMEDIATE RELEASE

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### **Williams-Labadie Celebrates 20 Years in Business**

CHICAGO, IL, November 5, 2010—Williams-Labadie ([www.willab.com](http://www.willab.com)), a Chicago-based healthcare communications and advertising agency, celebrated their 20<sup>th</sup> anniversary with employees and friends. The agency is a division of Publicis Healthcare Communications Group (PHCG).

Williams-Labadie is heavily focused in digital marketing and media, creating digitally-driven relationship marketing programs that provide real-time return-on-investment metrics that optimize marketing budgets. The agency was recognized as a finalist at the 2010 MM&M Awards in the Best Interactive Initiative for Healthcare Professionals category for their work with Astellas Pharma US. The agency also developed a comprehensive corporate re-branding and website for Press-Ganey Associates ([www.pressganey.com](http://www.pressganey.com)), the country's leading healthcare performance improvement organization.

Guy Williams and Peter Labadie joined together in the fall of 1990 to create a model for agency service based on financial transparency, efficiency, and a commitment to being a single source of solutions for client challenges. These guiding principles have remained strong over the last two decades, helping the agency expand its services and maintain long-standing agency relationships. Williams-Labadie's first client, Fujisawa Pharmaceutical Company, now known as Astellas Pharma US, continues to lead the agency's client roster, which includes a blend of pharmaceutical companies, medical device manufacturers, and healthcares.

Peter Labadie continues to lead the agency with a commitment to client service that has created stability and success for over 20 years. The agency's senior management group has a tenure averaging 15 years, providing unique consistency in a business known for volatility. To learn more about how Williams-Labadie can help solve some of your most pressing challenges through fully integrated digital marketing programs, please contact Peter Labadie ([plabadie@willab.com](mailto:plabadie@willab.com)) or Randy Isaacson ([risaacson@willab.com](mailto:risaacson@willab.com)) via email or at 312-222-5800.

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#### **About Williams-Labadie**

Williams-Labadie is a mid-sized healthcare agency located in downtown Chicago, now in its 20<sup>th</sup> year in business. The agency is a member of the Publicis Healthcare Communications Group, the largest worldwide healthcare communications network. Williams Labadie specializes in healthcare communications, with a focus on building and managing strong relationships for our clients (and their brands) with patients and healthcare professionals, primarily through innovative digital initiatives. The agency offices are located in Chicago's River North area, at 57 W. Grand Ave., Suite 800. For more information, visit [www.williamslabadie.com](http://www.williamslabadie.com)

#### **About Publicis Healthcare Communications Group**

Publicis Healthcare Communications Group (PHCG) is the largest health-oriented agency network in the world. A division of Publicis Groupe S.A., PHCG manages top-tier agencies specializing in promoting innovative solutions in advertising, medical education, sales and marketing, digital, market access, and medical and scientific affairs. PHCG is dedicated to delivering ideas of purpose that compel action, change lives, and amplify business outcomes. With more than 3,000 employees, PHCG manages nearly 20 agency brands through 41 offices located in 10 countries. For more information, visit: [www.publicishealthcare.com](http://www.publicishealthcare.com)