



PUBLICIS GROUPE

PRESS RELEASE

**PUBLICIS HEALTHCARE COMMUNICATIONS GROUP
REDEFINES PUBLICIS GROUPE'S HEALTHCARE CLIENT OFFERING
BY JOINING FORCES WITH
DIGITAS HEALTH AND RAZORFISH HEALTH**

Paris, 28 October 2011—Publicis Groupe announced today that Digitas Health and Razorfish Health will join Publicis Healthcare Communications Group (PHCG), powerfully redefining Publicis Groupe's client offering to anticipate the challenges facing the healthcare sector.

PHCG is the world's leading healthcare communications network. The new partnership with Digitas Health and Razorfish Health—Publicis Groupe's largest digital agencies specialized in the healthcare sector—will reshape the range of services available to clients, further increasing their responsiveness to new social trends and to technological innovation.

"This move will create patterns of cross-fertilization, ensuring that we have the sharpest and best integrated skills on the market," explained Jean-Yves Naouri, the Chief Operating Officer of Publicis Groupe, who is responsible for overseeing PHCG. "PHCG is already the world's largest healthcare communications network, and now with the addition of Digitas Health and Razorfish Health, PHCG will become a global marketing and media network of unmatched capability and scale. Our clients will have access to a seamless, integrated range of services devoid of silos, rich in cutting-edge skills, and strongly anchored in the landscape of the digital future."

Digitas Health and Razorfish Health will operate as stand-alone brands within PHCG, adding to the roster of its global and regional healthcare agency brands, which includes Saatchi & Saatchi Health, Publicis Life Brands, Publicis Healthcare International, Publicis Touchpoint Solutions, and Publicis Medical Education Group. Presidents Michael du Toit and Alexandra von Plato will report directly to PHCG President and Chief Executive Officer Nick Colucci.

Founded in 2006, Digitas Health quickly delivered on its vision to become a bold new force in the transformation of healthcare marketing. Just three years after launch, Digitas Health was named *Medical Marketing & Media's* Agency of the Year. Today, Digitas Health is one of the most successful healthcare marketing and media agencies in the world. Razorfish Health was created in 2010 to meet the growing demand of healthcare clients for cutting-edge digital and technology solutions. Both agencies are headquartered in Philadelphia, and have locations in New York, Boston, and London. Among their top clients are AstraZeneca, Pfizer, Bristol-Myers Squibb, Shire, Novo Nordisk, and Johnson & Johnson.

"We are thrilled to welcome Digitas Health and Razorfish Health to PHCG," said Nick Colucci. "Our clients, first and foremost, are the greatest beneficiaries of this move. Now they will find the best healthcare communications talent in the world within a true network. They will find enhanced global access and innovation created by the partnership of Digitas Health and Razorfish Health with the other PHCG agencies."



Laura Lang, Global CEO of Digitas and executive lead of the VivaKi social, mobile and digital agencies said, "I am very proud of the phenomenal success of Digitas Health and Razorfish Health, largely due to their creative core, tenacious leadership and digital heritage. While both agencies will continue to benefit from strong relationships at Digitas and VivaKi, I am confident that these two agencies will continue to thrive and contribute greatly to the future success of PHCG."

"Our clients are demanding global scale and networked solutions now," said Michael du Toit. "Joining forces with PHCG will give Digitas Health and Razorfish Health the greatest ability to meet the needs of consumer and professional marketers worldwide."

"Nick has made a strong commitment to innovation and to leading in the next era of healthcare marketing," Alexandra von Plato added. "Michael and I believe that by partnering with PHCG today we will be able to create more opportunity for our clients, our agencies, and our people in the future."

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About Publicis Groupe

Publicis Groupe [Euronext Paris FR0000130577, part of the CAC 40 index] is the third largest communications group in the world, offering the full range of services and skills: digital and traditional advertising, public affairs and events, media buying and specialized communication. Its major networks are Leo Burnett, MSLGROUP, PHCG (Publicis Healthcare Communications Group), Publicis Worldwide, Rosetta and Saatchi & Saatchi. VivaKi, the Groupe's media and digital accelerator, includes Digitas, Razorfish, Starcom MediaVest Group and ZenithOptimedia. Present in 104 countries, the Groupe employs 50,000 professionals.

Web: www.publicisgroupe.com | **Twitter:** [@PublicisGroupe](https://twitter.com/PublicisGroupe) | **Facebook:** www.facebook.com/publicisgroupe

About Publicis Healthcare Communications Group

Publicis Healthcare Communications Group (PHCG) is the largest health-oriented agency network in the world. A division of Publicis Group, 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 over 3,000 employees, PHCG manages 14 agency brands through 53 offices located in 11 countries. PHCG's global brands are Saatchi & Saatchi Health, Publicis Life Brands, Publicis Healthcare International, Publicis Touchpoint Communications, and Publicis Medical Education Group, as well as strong regional brands. **Web:** www.publicishealthcare.com | **Facebook:** www.facebook.com/publicishealthcare

About Digitas Health

Digitas Health works with the world's leading pharmaceutical, bioscience and medical device companies to help their brands develop meaningful and valuable connections with healthcare consumers and professionals. Digitas Health is the world's largest and fastest-growing agency dedicated to helping clients transform healthcare marketing. With offices in Philadelphia, New York, Boston and London, Digitas Health is a member of Publicis Groupe's VivaKi, a global digital knowledge and resource center that leverages the combined scale of the autonomous operations of its members to develop new services, new tools and new partnerships. Website : www.digitashealth.com Facebook : www.facebook.com/digitashealth
Twitter: www.twitter.com/digitas_health

About Razorfish Health

Razorfish Health is a key partner for health and wellness companies who want to grow their business by engaging with and improving the lives of their customers. With a focus on creating brand experiences that build our clients' business, we leverage our unique mix of insight, technology, creativity, and industry savvy to transform the health and wellness community so that our clients can build healthy relationships that last. Headquartered in Philadelphia, Razorfish Health is a global leader in digital and healthcare communications.

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