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inVentiv Health Inc.

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InVentiv Health's double-digit growth trend continued in 2007. The network reported record revenue of \$977.3 million in 2007, an increase of 28% compared with 2006. Although revenue growth was key in 2007, it was a year for inVentiv to strengthen infrastructure by enhancing the leadership team, realigning capabilities to better serve clients, and acquiring new complementary services.

The year's accomplishments

InVentiv Health continued to focus on meeting the evolving needs of the healthcare marketplace in 2007. The network strategically reorganized one of the business units and launched a fourth division. The network includes four divisions: inVentiv Clinical, inVentiv Commercial, inVentiv Communications, and the newly formed inVentiv Patient Outcomes.

During the year, inVentiv Commercial was organized into two subdivisions: inVentiv Strategy & Analytics, which provides clients with strategic planning, market analytics, research, market segmentation, and managed-markets strategy; and inVentiv Selling Solutions, which delivers comprehensive sales programs and complementary services. By grouping capabilities into two main service areas — product launch planning and sales execution — inVentiv Commercial is able to use expertise in each area to create comprehensive solutions to support the business objectives of clients.

Jeff Thomas, former VP and managing director of Ventiv Access Group, was named president of inVentiv Strategy & Analytics. Paul Mignon,



(from left) Eran Broshy, chairman and CEO; Blane Walter, president; David Bassin, chief financial officer; Terrell Herring, chief operating officer

former president and chief operating officer of Ventiv Pharma Teams, was named president of inVentiv Selling Solutions.

During the past year occurred the launch of inVentiv's fourth business division, inVentiv Patient Outcomes — an organization that is the first of its kind in the industry. The new division works with pharmaceutical manufacturers, healthcare providers, pharmacists, and payers after the prescription is written to ensure patients achieve the best possible medical outcomes. InVentiv Patient Outcomes brings together businesses that provide patient adherence, in-office education for healthcare providers, patient assistance, and disease management to create comprehensive programs that help patients start and stay on therapy.

InVentiv Health grew its offerings in 2007 by acquiring six companies with complementary services. Four of the newly acquired companies joined inVentiv Communications. These purchases significantly expanded the division's capabilities in public relations, interactive communications, and branding.

New York-based **Chamberlain Communications Group** and **Ignite Health** joined inVentiv Communications in February 2007. Based in New York City, Chamberlain is a healthcare public-relations consultancy with a client roster of top pharmaceutical companies. Based in Irvine, Calif., Ignite Health is an advertising agency that specializes in connecting healthcare brands with patients and caregivers through interactive communications.

In May, inVentiv acquired **Addison Whitney**, a company based in Charlotte, N.C., that specializes in naming and branding pharmaceutical products and consumer brands. The world's largest independent healthcare public-relations organization, **Chandler Chicco Agency**, joined inVentiv in June. New York-based CCA is the flagship unit for Chandler Chicco Companies. Other brands under the CCA umbrella include **Biosector2**, **BrandTectonics**, **Determinus**, **Litmus**, and **'nition**, as well as an affiliate network of global public-relations partners.

In addition, inVentiv acquired **Strategyx** and **AWAC** during 2007.

Strategyx, a strategic management consultancy that helps healthcare clients develop brand, market, and organizational strategies, joined inVentiv Strategy and Analytics. AWAC, a Georgia-based company providing cost-containment and disease-management solutions for payers and third-party administrators, joined inVentiv Patient Outcomes.

Independently, each of the divisions within inVentiv is experiencing strong growth, and that growth is expected to continue in coming years. InVentiv, however, is increasingly focused on becoming the industry's leading partner for broader, integrated solutions that combine services from different disciplines.

In 2007, inVentiv began organizing around the integrated services opportunity by promoting Dan Twibell to chief client development officer and creating a group of integrated, client-focused teams that are dedicated to identifying unmet client needs and creating strategic plans to address them. The teams will play a key role in positioning inVentiv to take on more multi-faceted client assignments in 2008.

InVentiv is working to create a unified operational backbone to support cross-divisional work. Under the direction of Terrell Herring, chief operating officer, the network has appointed leaders to create common platforms for technology, facilities management, talent management, benefits, diversity, compliance, and training across the various segments of the companies. Establishing common practices and procedures will make it easier for inVentiv to integrate new acquisitions in the future.

Structure and services

InVentiv Health has ambitious goals for the future that include becoming the healthcare industry's provider of choice for integrated solutions and continuing to drive strong growth across divisions. As part of the strategy to achieve these goals, inVentiv strengthened the executive management team with several key promotions.

Blane Walter, who previously had served as president of inVentiv Communications, was named president of inVentiv Health. Mr. Walter reports to

inVentiv's Chairman and CEO Eran Broshy and is responsible for leading the company's operations and strategic direction. His primary focus is developing new client solutions, enhancing inVentiv's position as an integrated solutions provider and driving profitable growth.

Mr. Herring was named chief operating officer for inVentiv Health — a role that he adds to his existing job as president and CEO of inVentiv Commercial and inVentiv Patient Outcomes. As chief operating officer, Mr. Herring's focus is on building a strong operational backbone to support inVentiv's ability to work across divisions to provide multi-faceted solutions to clients.

David Bassin was named chief financial officer of inVentiv Health. Mr. Bassin replaces former Chief Financial Officer John Emery, who retired in May. Mr. Bassin, who most recently served as chief financial officer and chief operating officer of inVentiv Commercial, is now responsible for the financial management of the network.

InVentiv Health's four major operating divisions, under Mr. Walter's oversight, include inVentiv Clinical, led by President and CEO Mike Hlinak; inVentiv Commercial, led by President and CEO Terrell Herring; inVentiv Communications, led by President and Chief Operating Officer William O'Donnell; and inVentiv Patient Outcomes, led by Mr. Herring.

Mr. O'Donnell was promoted mid-year, succeeding Mr. Walter. He previously served as chief financial officer and chief administrative officer for inVentiv Communications.

Future plans

Looking to 2008 and beyond, inVentiv executives are optimistic about future opportunities. As the healthcare industry continues to look for ways to innovate in an increasingly challenging environment, inVentiv managers anticipate that companies will seek partners who can provide insight-driven solutions that drive product success and ultimately lead to better patient health. With its capabilities in healthcare and focus on integration, inVentiv Health expects to be the partner of choice.