



Publicis Clinical Health Partners

Wellness is our passion

PRESS RELEASE

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For immediate release

Publicis Clinical Health Partners Formed To Optimize Patient Compliance & Wellness

LAWRENCEVILLE, N.J. – January 28, 2008 Publicis Selling Solutions Group, a leading provider of sales and marketing solutions for biopharma, has announced the formation of a new division—Publicis Clinical Health Partners—which provides integrated behaviorally-based, education programs for patients and health care professionals to optimize patient compliance and treatment outcomes. Publicis Selling Solutions Group is a Publicis Healthcare Communications Group company.

“Publicis Clinical Health Partners optimizes patient care, while positively impacting the return-on-education (ROE) for our sponsors,” said Rick Keefer, COO, Publicis Selling Solutions Group. “Our programs positively influence patients’ adherence and retention rates. Our objective is to extend the influence of healthcare professionals to make a significant difference in patients’ lives. Our focus is on long-term disease management and wellness.”

According to the World Health Organization, “poor adherence to the treatment of chronic diseases is a worldwide problem of striking magnitude.” In the U.S., it’s estimated that poor adherence results in \$43 billion in lost sales, and adults on chronic therapies are often non-adherent.

Publicis Clinical Health Partners recognizes that the most powerful way to impact behavior change is through an integrated, closed-loop system that is highly customized to each sponsor’s specific needs. “Typical nurse educator programs are focused solely on the nurses, and are not well integrated with other key education and promotion efforts,” said Keefer.



Publicis Selling Solutions Group conducted a comprehensive review of the key literature on adherence, retention, and behavior change, and analyzed the industry efforts in clinical health education to date. This effort led to the development of Publicis Clinical Health Partners, along with best practices for direct-to-patient adherence and retention and peer-to-peer behavior change.

Publicis Clinical Health Partners leverages the science of behavior change through its proprietary *Behavioral Wellness Optimization*[™] methodology, which incorporates the key best practices based on the latest scientific research for wellness behavior change. “Today’s increasingly challenging marketplace calls on all of us to do things differently, and to focus on what is most important—making a real difference in patients’ lives,” Keefer added.

“Publicis Clinical Health Partners provides a unique win/win to all key stakeholders. Patients learn to manage their own health better to live longer, more satisfying lives. Healthcare professionals can provide better disease management for their patients without sacrificing more time out of their busy schedules. Managed markets provide their members with better wellness inspiration and superior long-term health outcomes. And sponsors better serve their key customers while also positively impacting their ROI,” Keefer added.

For more information and/or a free white paper that answers many frequently asked questions addressing some of the key logistical, regulatory, and legal issues about implementing a clinical health education program, contact Diana Crawley at (609) 896-4717 or visit the Publicis Clinical Health Partners website at www.pclinicalhealthpartners.com.

About Publicis Clinical Health Partners

Publicis Clinical Health Partners provides integrated, behaviorally-based education programs for patients and healthcare professionals to optimize patient compliance and treatment outcomes. Publicis Clinical Health Partners’ proprietary *Behavioral Wellness Optimization*[™] methodology leverages the science of behavior change by incorporating the key best practices based on the latest scientific research for wellness behavior change. Website: www.pclinicalhealthpartners.com

About Publicis Selling Solutions Group

Publicis Selling Solutions Group offers a comprehensive range of sales and marketing services for pharmaceutical and biotech companies. Through its companies, which include Publicis Selling Solutions, Arista Marketing Associates, Pharmagistics, and Total Learning Concepts, the organization delivers messages to all touch-points on the healthcare continuum from healthcare professionals and managed markets to patients and caregivers. The group’s range of services includes field sales teams and support services, recruiting, sales training and content



development, inside sales teams, peer influence, sample compliance, and fulfillment. Publicis Selling Solutions Group is a Publicis Healthcare Communications Group company. Websites: www.psellingsolutions.com, www.aristamktg.com, www.pharmagistics.com, www.tlconline.com

About Publicis Healthcare Communications Group

Publicis Healthcare Communications Group (PHCG), a member of Publicis Groupe SA, is one of the largest healthcare communications groups in the world with over 2,700 employees located in 10 countries. Worldwide healthcare services include advertising, medical education, sales and marketing, and medical and scientific affairs. PHCG offers its clients a strategic partnership, a strong focus on ensuring value for their marketing spend, and exceptional performance on their assignments. Website: www.publicishealthcare.com

Publicis Groupe (Euronext Paris: FR0000130577) is the world's fourth largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 44,000 professionals. The Groupe offers local and international clients a complete range of communication services, from advertising, through three autonomous global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty; to media consultancy and buying, through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; interactive and digital marketing led by Digitas; Specialized Agencies and Marketing Services (SAMS) offering healthcare communications, corporate and financial communications, public relations, CRM and direct marketing, event communications, sports marketing and multicultural communications. Website: www.publicisgroupe.com

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