



Publicis Clinical Health Partners

Wellness is our passion

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## PRESS RELEASE

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**For immediate release**

# **Diana Crawley Appointed Executive Director Of New Publicis Clinical Health Partners Division**

**LAWRENCEVILLE, N.J. – March 31, 2008** – Publicis Selling Solutions Group, a leading provider of sales and marketing solutions for biopharma, has announced the appointment of Diana Crawley to Executive Director of Publicis Clinical Health Partners, a new division which provides integrated, behaviorally-based, education programs for patients and healthcare professionals to optimize patient compliance and treatment outcomes. Publicis Selling Solutions Group is a Publicis Healthcare Communications Group company.

Diana Crawley has leadership responsibility for the operations of Publicis Clinical Health Partners. Ms. Crawley has 18 years of leadership and healthcare experience and 6 years of industry experience in leading clinical health educator teams. Prior to joining Publicis Selling Solutions Group, she was a Project Leader at a company that also provides health educator teams. During that time, Ms. Crawley led a variety of teams in multiple disease states including oncology, diabetes, depression, and kidney disease. She also served as a resource to other health educator teams in multiple sclerosis, asthma, Parkinson's disease, and osteoarthritis.

“Diana’s diverse experience and her broad professional and educational background ensure that Publicis Clinical Health Partners’ programs have a positive impact on patient compliance and outcomes while positively impacting sponsors’ return-on-education (ROE),” said Rick Keefer, Chief Operating Officer of Publicis Selling Solutions Group. “Through Diana’s leadership, Publicis Clinical Health Partners uniquely offers fully integrated, behavioral-based educational programs that provide a ‘win-win’ to all the key stakeholders—patients, healthcare professionals, managed markets, and sponsors.”



Ms. Crawley earned a Bachelor of Science degree in Nursing from the University of Florida, as well as a Master's degree in Business Administration from Indiana Wesleyan University. In addition, she has two years of post-graduate studies in pre-medicine from the University of Northern Colorado, and holds a certificate in project management from Indiana University-Purdue University.

**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](http://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*<sup>™</sup> 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](http://www.pclinicalhealthpartners.com)

#### **About Publicis Selling Solutions Group**

Publicis Selling Solutions Group offers a comprehensive range of sales services for pharmaceutical and biotech companies. Through its divisions—which include Publicis Selling Solutions, Publicis Clinical Health Partners, Publicis Managed Markets, Total Learning Concepts, and Publicis Healthcare Recruiting—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, clinical health educators, and managed markets account teams. Publicis Selling Solutions Group is a Publicis Healthcare Communications Group company. Website: [www.psellingsolutions.com](http://www.psellingsolutions.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](http://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](http://www.publicisgroupe.com)

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