

# JEFFREY SIMBROW ASSOCIATES

## *Healthcare Marketing & Communications*

JEFFREY SIMBROW ASSOCIATES JOINS THE inVENTIV HEALTH NETWORK TO EXPAND ITS PORTFOLIO OF SERVICES AND BECOME A TOTAL HEALTHCARE SOLUTIONS COMPANY



Jeffrey Simbrow and Associates' (JSA) Union with inVentiv Health Inc. (NASDAQ:VTIV) now uniquely positions them to offer clients a broad network of services, spanning from drug development through to product commercialization.

Already one of Canada's top independently owned healthcare communications agencies, Jeffrey Simbrow Associates made a strategic decision to broaden their capabilities to meet the long-term needs of their clients. Becoming part of a global agency was essential for future growth and, early in 2006, they achieved this goal by joining the inVentiv Health network.

"While many companies talk about global reach, inVentiv Health offered something no other company in the international market could provide," says President Karen Auslander. "They bring the best-in-class services to support pharmaceutical and biotech companies from drug development through to product commercialization. Clients have the flexibility to choose which services they need and for how long, receiving customized solutions to meet their business goals."

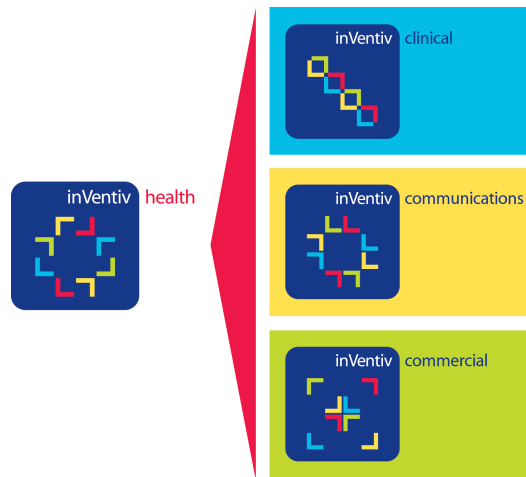
Indeed, the ability to act locally as well as globally was what sold JSA's CEO Jeffrey Simbrow on the alliance. Moreover, he felt an instinctive rapport with inVentiv

## Driving success in three divisions

The inVentiv Health network offers clients services that are organized under three operating divisions:

- **inVentiv Commercial:** Provides sales and other specialty teams, operational supporting services, analytics and regulatory compliance solutions for the pharmaceutical and biotech industries.
- **inVentiv Clinical:** Specializes in clinical trials management service, from outsourcing clinical trials to helping clients navigate through the drug approval process from pre-clinical to Phase IV trials.
- **inVentiv Communications:** Created in 2005 with the acquisition of inChord Communications, the world's largest privately-held marketing company, this division offers comprehensive branding and marketing solutions. Jeffrey Simbrow Associates (JSA) was added to the global agency team to develop and execute marketing campaigns throughout Canada for both local and global healthcare clients.

While each business unit maintains its own set of clients, inVentiv Communications enables members from all of the various units to work together on behalf of its clients.



*Within the Communications team is GSW Worldwide, the world's largest global agency network focused exclusively on healthcare and a leading provider to pharmaceutical and biotech clients around the world. In 2006, GSW Worldwide was named Most Creative Agency of the Year by Med Ad News, a US-based industry publication.*

Health, something he knew was lacking with other prospective buyers.

“We’ve been courted by many of the big, international agencies for the past seven years,” he says. “But to us, these proposed alliances seemed to be more about efficiencies than building on something bigger. We wanted to be connected to a global service provider that would help us build for the future and bring new services to the Canadian market.”

“It was striking how our philosophy went hand in glove with the inVentiv approach to business,” he adds. “inVentiv Health realized that we were much more than just an advertising agency. Our philosophy of working as marketing partners with our clients to find creative solutions to their issues and opportunities meshed perfectly with the inVentiv approach to business.”

### *Broadening the perspective of what JSA can do*

Since its inception 16 years ago, JSA has distinguished itself by being marketers first and advertisers second, a point of difference that has resulted in great success for clients such as Lipitor® and Botox®.

However, having access to broader based cross-servicing capabilities—“people and resources that don’t exist in the Canadian market” as Auslander puts it—has placed JSA in a whole new ballpark. Rethinking how clients view them means rethinking how they see themselves. “With this alliance, we’ve moved from being a traditional agency provider to being able to offer a more comprehensive solution to a wider range of clients.”



From left to right: Jeffrey Simbrow, CEO; Karen Auslander, President; Dan Denomme, Sr. Vice President.

### *How globalization is changing the healthcare sector*

While globalization is a hot topic these days, not everyone knows how it applies to the healthcare sector. For Dan Denomme, Senior Vice-President at JSA, it is a matter of understanding the issues facing the industry today.

“The biggest challenge I see for the industry is the speed of change. As our healthcare system evolves locally and globally to manage our aging population, our traditionally-held norms concerning access to customers, reimbursement, physician receptivity to reps, distribution, *etc.* are all being challenged. Combine that with the changes being driven by new technology and inter-industry mergers and acquisitions and you see why today’s marketers are truly struggling to maintain focus and deliver strategies in a consistent and timely fashion.”

Simbrow agrees, but also acknowledges that “globalization is very much a moving target in the industry today. At JSA, we define globalization as being something much more than just aligning to creative platforms.”

Keeping all the players in the strategic loop is a lot more difficult than it seems, he admits. “For instance, while many clients develop launch plans and creative platforms for their brands, their affiliates often have little input

into developing these plans. We have developed a proven process that enables us to work closely with clients all around the world, while still involving both the global teams and local affiliates. This process assures that there is an alignment and commitment to globally identified critical success factors, positioning and communication strategies, creative platforms and market strategies.”

### *Servicing big pharma and small biotech*

Increasing the challenge, of course, is the fact that big pharmaceutical and biotech companies have distinctly different needs.

“Big pharma companies are still searching for their next blockbuster drug, but they’re also searching to find better distribution systems, better access to key customers, more timely information dissemination,” says Auslander. “Biotech companies on the other hand, are usually looking for support early in the clinical phase, through the submission and approval stage, straight through to the commercialization phase.”

“inVentiv Health has many offerings in the US market to help both sectors reach their goals. Our intent over time is to have similar offerings in the Canadian market”

### *The first of many firsts— and more to come.*

While many healthcare companies talk about going global, few are doing it as comprehensively as JSA. “To the best of my knowledge, no one in the Canadian marketplace offers this solution,” says Auslander.

Going boldly where no healthcare company has ever gone before is a tall order. But then again, JSA has never shied away from breaking new ground in the healthcare industry.



From left to right, a few JSA staff members: Dureen Tseu; Karen Lea; and Karen Dirstein.

Anticipating—then acting on—clients’ needs has always been a JSA strength, Simbrow explains. “For example, we were a pioneer in the development of direct-to-consumer (DTC) pharmaceutical advertising with our DTC campaign for Rogaine® in the late 1980s. Although DTC is fairly commonplace now, at the time, it was a breakthrough—the first of its kind in Canada.”

Unlike other healthcare agencies, JSA also gets involved in their clients’ sales training—so intensely, in fact, that both Auslander and Simbrow often fly out to key offices in the US to meet with reps. “We don’t just show up and hand our clients a brief,” Auslander explains. “We take the time to show the reps how to use their training manuals and understand their territory.”

Going the extra mile (or the extra air mile as the case may be) for clients has played a large part in the credibility of JSA. As Denomme puts it, “As an independent agency, we’ve learned that you’re only as good as your last project. One of our roles historically has been the keepers of the brand.” In some instances we’ve been the only consistent link on brands that have undergone numerous personnel changes due to

mergers and corporate restructuring. With our new resources, we can find new ways to maintain focus on creative solutions and consistency no matter how the industry evolves.”

### *The evolution of JSA— one successful step at a time*

Of course, these new resources of people and tools won’t be available immediately. For now, business will go on as usual at JSA’s Toronto and Montreal offices, while the changes take place.

“We are still operating under the name Jeffrey Simbrow Associates, but will soon be adding the inVentiv Health name to all our communications,” says Auslander. “As we begin to get more involved with the inVentiv Health organization, we are actively looking at key priorities within our market and we look forward to being able to identify those services in January.”

For his part, Denomme can hardly wait to get started. “When I look at the brain power, experience and expertise of inVentiv Health, it is simply astounding. Since my early days as a product manager, I’ve always been a “what if” sort of guy. Being able to pick up the phone and tap into global experts in business analytics, sales force deployment, clinical development, business technology *etc.*, has re-energized my creativity and opened up a whole new world of possibilities and business solutions.”

As their past record shows, JSA knows how to be successful doing things in their own inimitable way.

Now, having been welcomed into the global inVentiv Health network, JSA enjoys an enviable relationship that allows them to have the finest talent in the world... at their fingertips.

**CPM**