

## Publicis Healthcare Communications Group Adds Rosetta's Healthcare Business

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### about publicis healthcare communications group

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Publicis Healthcare Communications Group (PHCG) is the largest health-oriented agency network in the world. A division of Publicis Groupe, PHCG manages top-tier agencies specializing in promoting innovative solutions in advertising, digital, branding, message delivery, market access, and medical communications. PHCG is dedicated to creating experiences that compel action, change lives, and amplify business outcomes. With more than 5,500 employees, PHCG manages 12 agency brands in more than 60 offices located in 10 countries. PHCG's brands are Saatchi & Saatchi Health, Digitas Health LifeBrands, Publicis Life Brands, Razorfish Healthware, Heartbeat Ideas, Discovery, in-sync Customer Insights, Publicis Health Media, Publicis Touchpoint Solutions, beacon healthcare, Maxcess, and Verilogue.

The new entity will be called Razorfish Health, as Rosetta's healthcare business merges with Razorfish Healthware in the U.S.

NEW YORK, FEBRUARY 20, 2015—Publicis Healthcare Communications Group (PHCG), the healthcare division of Publicis Groupe, announced today that a segment of Rosetta's healthcare business joins its network to further strengthen PHCG capabilities for clients in health and wellbeing.

The engagement, creative, and media segment of Rosetta's healthcare business will merge in the U.S. with PHCG's existing agency, Razorfish Healthware. The name of the newly combined agency is Razorfish Health. Rosetta's healthcare business related to commerce, enterprise technology platforms, and growth strategy consulting will remain at Rosetta aligned under its East Region.

Shannon Hartley, who previously led Rosetta's Healthcare Industry Group, is named Managing Director of PHCG's newly formed Razorfish Health, taking over the U.S. operations. Razorfish Health will report to PHCG Group President Janet Winkler, who also oversees North American operations of Saatchi & Saatchi Wellness, in-sync Customer Insights, Discovery USA, Maxcess, and Verilogue.

Nick Colucci, CEO of PHCG, said: "As health and wellness clients grapple with the accelerating transformation of healthcare in a digital world, the new Razorfish Health is ideally positioned to bring its combined expertise in engagement, innovation, and technology to deliver better health outcomes for our clients."

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