

CATEGORY II — AGENCIES WITH INCOME FROM \$25 MILLION TO \$50 MILLION



(from left) Executive VP Wendy Blackburn; CEO Faruk Capan; Executive VP Pat McNerney

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In 2010, Intouch Solutions experienced its best year ever, in which the agency won 19 new accounts, experienced 37 percent revenue growth, increased its staff to 210 people, made office expansions in both its Kansas City and Chicago locations, and continued to provide digitally led, multi-channel services to clients.

■ ACCOMPLISHMENTS

During the year, the agency landed work

with new client **Medtronic Inc.**, a top five pharma company, and a major retail pharmacy chain. Intouch also built existing business with several brand-level and corporate-level wins. Delving deeper into mobile health, Intouch won and launched iPad and Android apps in addition to several iPhone apps, closing 2010 with more than 40 mobile applications in development.

In late 2010, Intouch worked toward a new partnership with **Veeva Systems Inc.** As the inaugural Veeva Web-content provider, Intouch provides custom creative content for iRep, the pharmaceutical industry's first customer relationship management and closed-loop marketing solution built for iPad.

Intouch announced the availability of share»send»save, a social sharing widget designed for heavily regulated industries. Share»send»save enables content sharing through social networks, e-mail, and brows-

QUICK FACTS

ACCOUNTS

Account wins	19
Active business clients	17
Brand-product accounts held	66

SERVICES MIX

Digital/mobile	75%
Other/multi-channel	25%

CLIENT ROSTER

INTERACTIVE ACCOUNTS

- Abbott Laboratories**
AndroGel, Humira, Kaletra, Lupron, Niaspan, Prometrium, Simcor, Synthroid, Trilipix, Zemplar
- Baxter**
Clinimix/Clinimix E
- Bayer Animal Health**
Bayer DVM
- Eisai Inc.**
Aloxi, Banzel, Dacogen, Gliadel, Lusedra
- H. Lundbeck AS**
Xenazine
- Hoffman-La Roche**
Multiple pre-launch and post-launch products
- The Medicines Co.**
Angiomax
- Medtronic**
Patient Ambassador Program
- Roche Laboratories**
Multiple pre-launch and post-launch products
- Sanofi-Aventis**
Ambien CR, Apidra, Aplenzin, Arava, Avapro/Avalide, Eligard, Elitek, Eloxatin, Ferlecit, Hyalgan, iBGStar, iniparib, Jevtana, Ketek, Lantus, Lovenox, Multaq, Nasacort AQ, Oforta, Rilutek, Sculptra Aesthetic, Taxotere, Uroxatral, Xyzal
- Teva Canada Limited (formerly Novopharm)**
Corporate
- Teva Neuroscience Inc.**
Azilect
- Teva Pharmaceuticals USA**
Clozapine
- Valeritas LLC**
Corporate

er bookmarking. Shortly after its introduction, share»send»save went live on several pharmaceutical Websites.

During the year, the agency launched the PharmaWall application. This Facebook

monitoring and moderation system enables pharmas to interact with customers through a moderated Facebook wall. With the customizable tool, pharmaceutical companies control wall content through a behind-the-scenes approval process.

In addition, Intouch revealed Tweet-pharm, a free interactive infographic that tracks pharmaceutical companies' use of Twitter. The aggregator compiles real-time Twitter data from pharmaceutical companies into a dashboard and interactive visualizer.

Using the power of new devices, Intouch launched its iPad mobile marketing solution, named Allora. Positioned as much

more than just a brochureware e-detailing tool, Allora ties all stakeholders' experiences into the full sales cycle. In 2010, the solution was deployed across a number of salesforces supporting major brands.

Also in 2010, Intouch began offering Human-Enhanced Search, a Website search plug-in that highlights the most relevant content on a client's Website.

The agency earned 26 awards in 2010, including *Med Ad News*' Agency of the Year in Category III. Projects earning recognition ranged from social media for **Allergan Inc.**'s **Lap-Band C.H.O.I.C.E.** to interactive multimedia for **Abbott Laboratories**' RA Home Makeover to Websites like Niaspan.com, iPhone apps, and YouTube channels.

In 2010, the agency was named a 2010 Kansas City Business Journal "Best Places to Work" finalist. In addition, Executive VP Wendy Blackburn was named among *PharmaVOICE* magazine's 100 Most Inspiring People.

■ STRUCTURE AND SERVICES

In 2010 the agency beefed up strategic, planning, and research capabilities with the formation of a marketing insights group. Underscoring the importance of a customer-centric mindset, Intouch formalized its user experience capabilities by establishing a dedicated team. The agency is headed up

by Ms. Blackburn; Faruk Capan, CEO; and Pat McNerney, executive VP.

The agency saw growth in mobile strategy and development, as well as increased activity in social media monitoring, moderation, and community management.

These were all supported by creative services such as online, print, video, Flash, and offline, as well as pharma-focused expertise in the areas of search engine marketing, relationship marketing, and media planning and buying. The agency continued its focus on results with analytics services, including integration with prescription-level data.

■ FUTURE PLANS

Intouch executives plan to keep the agency fluid and evolve with market needs to stay on top of emerging solutions to healthcare clients' challenges.

"At our core, we want to continue to innovate, to solve problems, be that with our services, strategy, products, or technology," Mr. Capan says. "A five-year plan – even a three-year plan – is nearly impossible. This industry is constantly in flux and requires continuous innovation."

Based on the success of new products, such as share»send»save, Intouch plans to add more pharmaceutical-friendly products to its portfolio to help clients market their brands smarter. Major areas of growth include the Allora iPad marketing solution and other sales force support tools across more platforms.

"As the pharma industry is increasingly squeezed by limited resources, fewer products, and a conservative regulatory environment, innovation is an essential and ongoing requirement," Mr. Capan says.

■ PHILANTHROPY AND CITIZENSHIP

In lieu of gifts during the holiday season, Intouch provided charity gift cards so clients could pay forward a monetary gift to their charity of choice. Intouch associates also again enthusiastically participated in the annual Toys for Tots drive.

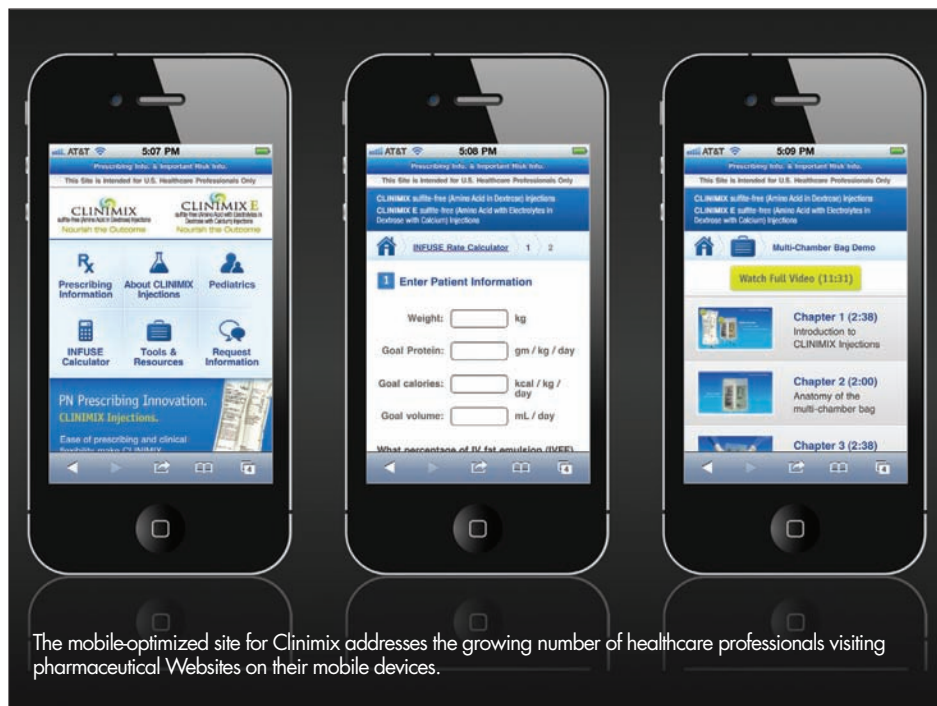
In the pro bono area, Intouch continued its work with the PheoPara Alliance.

Finally, 2010 saw the formation of the Intouch Philanthropy Committee with the mission of identifying and engaging a concentrated philanthropic effort agency-wide.

■ MEDADNEWS



"Crohn's Patient Stories" is a series of videos featuring actual Humira patients sharing their real-life experiences.



The mobile-optimized site for Clinimix addresses the growing number of healthcare professionals visiting pharmaceutical Websites on their mobile devices.