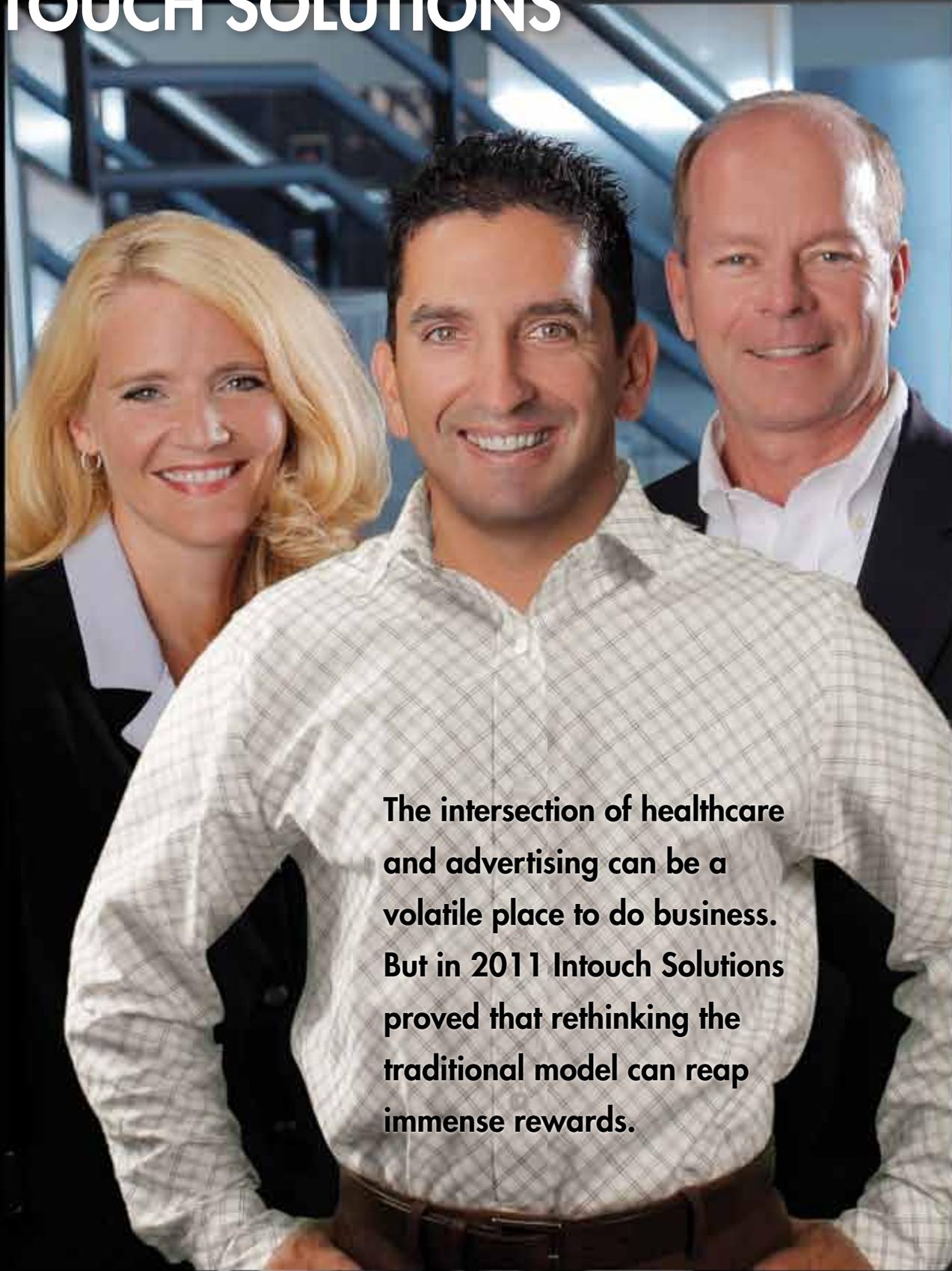


AGENCY OF THE YEAR CATEGORY II INTOUCH SOLUTIONS



The intersection of healthcare and advertising can be a volatile place to do business. But in 2011 Intouch Solutions proved that rethinking the traditional model can reap immense rewards.

WINNER—AGENCY OF THE YEAR

Intouch Solutions Inc.

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ACCOMPLISHMENTS

2011 meant a year of unprecedented growth for Intouch, with 28 new account wins. Highlights included attracting two new top-20 pharma clients and several global assignments, rolling out iPad apps for thousands of sales reps, and being crowned agency of record for a consumer healthcare packaged good.

“The fight to help pharma companies recognize the value of independent shops is ongoing,” says Faruk Capan, CEO. “This year felt like, for the most part, we were winning that fight.”



(left to right) Wendy Blackburn, executive VP; Faruk Capan, CEO; Pat McNerney, executive VP

In addition to new client wins, Intouch continued to keep current clients happy with expansion across largest clients **Abbott** and **Sanofi**, as well as adding work from **Baxter**, **Lundbeck**, and **Teva**, among others. Both new and organic growth contributed to a 28 percent increase in revenue over 2010 and 411 percent over the past five years.

Far from being “that small agency in the Midwest,” Intouch proved its prowess with the opening of an office in New York City. More clients and an expanded geographic footprint meant expansion of the workforce; 84 new hires were added to bring the total to near 300.

“We’re at a real sweet-spot size right now for our niche,” Mr. Capan says. “We keep adding services and products but we’re still nimble and flexible.”

Intouch racked up 21 awards, including a Clio Award for the GoMeals suite of apps (iPhone, iPad, and Android) for Sanofi. The agency launched an award-winning Website, intouchsol.com, as a showcase for its digital savvy and also to provide industry insights on its blog, Intouch Soul.

Intouch’s positive agency culture was reflected by again being named a finalist as a Best Place to Work in Kansas City, and Mr. Capan was named a finalist for Ernst & Young Entrepreneur of The Year.

STRUCTURE AND SERVICES

Intouch continued to challenge the traditional mold of a healthcare agency, leading its multi-channel services with a digital focus. The company formalized its in-house market research and enhanced its strategic planning capabilities to further support a growing role as strategic and creative partner to clients.

“We are excited to continue to broaden services beyond our digital core,” Mr. Capan says. “We’ve been doing that and will continue to do so. And in the meantime we’re committed to keeping our digital offerings among the best in the industry.”

The agency has been providing innovative products that solve specific challenges faced by regulated industries. In the summer, when Facebook announced policy changes making it more difficult for pharma companies to stay compliant on Facebook, Intouch served up the moderation tool PharmaWall. When several social platforms changed the way they displayed shortened URLs, Intouch created its own URL shortening service to help ensure compliance. Pharma-friendly social sharing widget share»send»save and its mobile solutions continued to build momentum.

“Our clients appreciate our solution-oriented culture,” Mr. Capan says. “That’s what we’re in business to do every day – to help our clients solve business challenges.”

Med Ad News named PharmaWall one of three “Pharmaceutical Marketing Ventures to Watch” in November 2011.

FACEBOOK PHARMA

play by
your
RULES
FOR A CHANGE

pharmawall

Don't let your Facebook Wall go unused because the rules have changed. Learn how much you can still do.

<http://tinyurl.com/PlayByYourRules>

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INTOUCH
SOLUTIONS

At a time when the pharma industry needed help navigating the waters of social media, Intouch Solutions created the Facebook application PharmaWall. PharmaWall helps companies retain control over user-generated posts on the world’s largest social network. Intouch created this print ad to announce the availability of PharmaWall and to help companies understand that social media was not out of the reach of even this highly regulated industry.

WINNER

AGENCY OF THE YEAR

QUICK FACTS

ACCOUNTS	
Account wins	28
Account losses	1
Active business clients	25
Brand-product accounts held	58

SERVICES MIX

Digital/mobile	80%
Other/multi-channel	20%

CLIENT ROSTER

ACTIVE ACCOUNTS (MOSTLY INTERACTIVE)

Abbott Laboratories

AndroGel, Creon, Depakote, Depakote ER, Ensure International, Humira Dermatology, Humira Gastroenterology, Humira Rheumatology, Kaletra, Lupron Depot Gynecology, Lupron Depot Pediatric, Lupron Depot Urology, Niaspan, Prometrium, Simcor, Synthroid, TriCor, Trilipix, Ultane/Nimbex, Zemplar

Alkermes Plc.

Vivitrol

Baxter

Advate, Clinimix, Clinimix E, Nexterone

Bayer Animal Health

Bayer DVM – Professional Web Portal, Corporate

Bayer HealthCare Pharmaceuticals

Kogenate FS

CCFA

CCFAcommunity.org, Illbedetermined.com

Cornerstones

AnimatedIBDPatient.com

Cubist Pharmaceuticals

Aptamil, Cubicin, Danone

Eisai Inc.

Aloxi, Banzel, Dacogen

Galderma

Cetaphil, Plagiolis

H. Lundbeck AS

Multiple products, Onfi, Xenazine

Hoffman-La Roche

Multiple pre-launch products

Merck & Co.

Multiple undisclosed products

Sanofi

Ambien CR, Apidra, Aplenizin, Arava, BGStar/iBGStar, e-cue, Eligard, Elitek, Eloxatin, Ferrlecit, Iniparib, Ketek, Jevtana, Lantus, Lovenox, Multaq, Multiple products, Nasacort AQ, Rilutek, Taxotere, UroXatral, Xyzal, Zaltrap

Sanofi Pasteur

Daptacel, Menactra

Teva Canada Ltd.

TevaCanada.com

Teva Corporate

Medical Knowledge Management Portal, Sales Training Team portal

Teva Latin America

Undisclosed portal

Teva Neuroscience Inc.

Azilect, Copaxone

Teva Pharmaceuticals USA

Clozapine

Teva Women's Health Inc.

Enjuvia, Multiple products

Undisclosed major pharmaceutical company

Multiple products

Valeant Pharmaceuticals International Inc.

Sculptra Aesthetic

Valeritas Inc.

Corporate

We Care

WeCareinIBD.com



Taking the gear illustration as a lead, Intouch developed a 3D animation that showed the gears in motion. This action opens the iPad detail, giving the reps and HCPs a new way of starting the Synthroid conversation and further, allowing reps to talk about why precision and consistency are so incredibly important.

Intouch has become a sought-after shop for iPad strategy, content, and implementation. The agency launched more than 60 iPad applications reaching healthcare professionals and consumers in 2011, with many more in the works.

Critical hires and promotions underscored these major growth areas for Intouch in 2011. These key hires included Jeff Risley as a VP leading the agency's burgeoning social media practice, and VP Ron Kane leading sales efforts for iPad app services. Known for a strong focus on client service, Intouch also made several account-side investments in hires and promotions: Jack Lipton was hired as senior VP in the agency's new New York City office, while Kim Bishop and Jill Groebl were named VPs in Kansas City, and Angela Tenuta was named senior VP and head of the Chicago office.

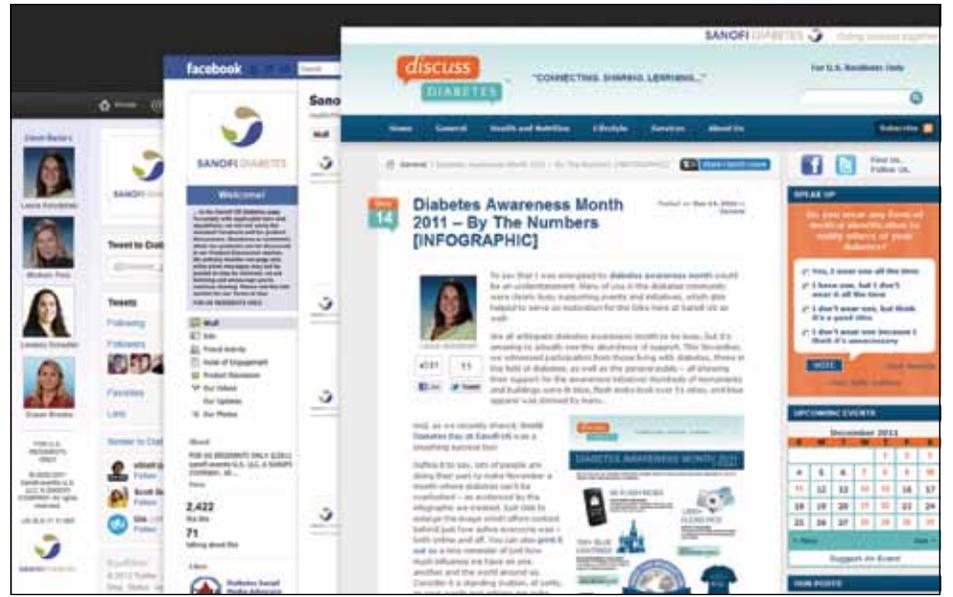
FUTURE PLANS

Despite its rapid growth, Intouch leadership remains ever-mindful of the path it shapes for the agency. The agency underwent a major planning initiative in 2011 to analyze the market, identify strengths and gaps, and implement improvements.

"Where we landed is that we must keep innovating and re-inventing what we do as an agency," Mr. Capan says. "Even with all the success we've had, the last thing we can do is stand still."

With a continued commitment to innovation, Intouch is setting out to dispel misperceptions that the best digital agencies can't also be the best strategic partners.

"More and more, clients want our teams at the strategy table," Mr. Capan says. The agency plans to continue to provide a mix



The Sanofi US Diabetes Division believes that by engaging with the diabetes online community via social channels, the company will be better positioned to identify insights around the unmet wants and needs of people living with diabetes. This, in turn, may inform and/or transform business decisions to enable the division to deliver more relevant offerings, with the goal of improving the customer's healthcare experience. Through the use of a variety of social media channels, the division has begun building connections, learning from interactions, and responding with information and content that meets the needs expressed by members of the diabetes community.

of consumer and professional marketing services.

Part of Intouch's formula for success is its ability to offer its services in-house to ensure the best in strategic thinking, multichannel integration, consistency, and quality control.

"We've been told it's tough for other agencies to catch up with us, because we just keep moving the bar," Mr. Capan says.

PHILANTHROPY/CITIZENSHIP

Intouch Solutions is privileged to have many passionate, self-starter associates who rally around philanthropic efforts. In 2011 the agency officially organized around the grassroots growth and committed support to three hand-picked healthcare-related charities. More than 55 associates contributed pro bono work more than 1,500 hours in addition to financial donations by the agency.

The first of the three charities is the National Osteogenesis Imperfecta Foundation, for which Intouch created online awareness for OI and the foundation, and grant and fel-

lowship opportunities for medical research; and organized a team to run a marathon to raise additional funds.

The second is Dreams for Kids in Chicago; Intouch built a new Website including new messaging, new designs, enhanced usability and navigation, refreshed copy, and more.

Finally, for The Kansas City Free Health Clinic, Intouch is currently creating a new brand identity, social media strategy, updated analytics tracking, and search engine optimization; and sponsoring the annual fundraiser.

Continuing an annual tradition, the creative department took its own approach to charitable giving during the holidays. Team members drew names for a gift exchange and then purchased a toy that somehow reminded them of the recipient. After an evening of exchanging gifts and providing entertaining explanations, the toys were donated to the Marine Toys for Tots Foundation. ■ MEDADNEWS

THIS ARTICLE CAN BE ACCESSED ONLINE AT
PharmaLive.com



Knowing the challenges reps face when talking to healthcare professionals about the Synthroid True Balance program, Intouch developed touch-access to every type of communication that patients can enjoy as members. Videos, emails, refill reminders, treatment trackers, coupons – each is a tap away, making it easy (and immediate) for HCPs to see the great value of this free program.



Though Depakote had several rich patient case studies for epilepsy and bipolar mania, these same case studies had been supporting the brand for quite some time. Taking advantage of the depth of content and full-page imagery iPad allows, Intouch built an interactive case study dashboard, enabling reps to toggle between aspects of each story to access exactly what was relevant to the HCP during each conversation. The approach provided a fresh, physician-centric approach for understanding the Depakote patient, even for those who had seen the information before.

True
CREATIVITY COMES FROM
innovation
IN THE FACE OF
REGULATION

Our work doesn't stop at just building award-winning digital.
We create engagement with tools you won't find anywhere else.



pharmawall



 share»send»save®



tweetpharm



allōra



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