

## CATEGORY I — AGENCIES WITH INCOME OF MORE THAN \$50 MILLION

### Intouch Solutions Inc.

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**I**ndependent agency Intouch Solutions has emerged as a multichannel powerhouse with which to be reckoned, its leaders say. The agency experienced explosive growth in clients and talent yet again in 2014, adding 100 people to bring the workforce to 570, landing 52 new account wins and powering seven major pharmaceutical product launches.

According to CEO Faruk Capan, “The future of healthcare marketing is as much science as art. It’s data-driven and customer-centric. It requires the thoughtful creation of a digitally connected healthcare ecosystem that provides services and value well beyond the pill. We are proud to be the only agency truly built to embrace and deliver that future.”

### The year’s accomplishments

Intouch has continued to expand and evolve. But the core hallmarks of its success – its digital roots, exceptional innovation and creativity, and unparalleled focus on its clients – remain intact, executives say.

“Happy, long-standing clients are tangible proof we are doing things right,” says Angela Tenuta, executive VP in charge of account teams across Intouch’s three offices. “Clients buy



(left to right) Boris Kushkuley, executive VP; Angela Tenuta, executive VP; Faruk Capan, CEO/founder; Wendy Blackburn, executive VP; David Windhausen, executive VP

experts with vision who promise results. But we continually see skilled agencies fall down because they didn’t deliver. We work hard to keep connected to our teams, continually asking them what they need to deliver exceptional work and actually giving it to them.”

That commitment to delivering exceptional work has not gone unnoticed by the industry. Intouch was nominated for Agency of the Year by *Med Ad News* and named Agency of the Year by *Medical Marketing & Media*, as well as *PM360*. The firm earned 37 awards and nominations for creativity and innovation across patient and HCP programs. Intouch won Best in Show at the Web Awards for Given Imaging’s PillCamCrohns.com and a CLIO Award for the **Sano**fi mobile app KidneyAPPetite. It was also recognized at Cannes Lions

Health as one of the world’s top 20 most creatively awarded agencies. Additional recognition included work for **Teva’s Copaxone**, **Baxter’s Gammagard Liquid**, **AbbVie’s Creon**, **Alkermes’ Vivitrol**, and **Shire’s Firazyr**. To cap off the year, *Advertising Age* ranked Intouch Solutions a Top 3 U.S. independent digital agency network in its 2014 Agency Report.

On the new business front, Intouch scored 52 wins – including enterprise- and brand-level work for two top 10 pharmas. “With all of the 2014 wins, we’re proud to be actively working with more than half of the world’s top 20 pharmaceutical companies,” says Wendy Blackburn, executive VP.

Work for existing clients ballooned in 2014, too; major expansions with Teva, **Bayer**, Baxter, and **Salix** helped Intouch end the year strong.



The new Optune.com provides patients and caregivers resources, hands-on training, and support to make sure they are using the glioblastoma multiforme product Optune properly and can integrate it into their lives.

But if you asked most employees what the highlight of 2014 was, according to agency leaders, it would be the firm's headquarters move to its brand-new, state-of-the-art, 90,000-square-foot space in Kansas City. Built to support burgeoning growth as well as foster innovation, collaboration, and creativity, the office features team "neighborhoods" with collaboration space to accommodate every type of powwow. The custom glass, post-modern furniture and 45-degree angles (think Apple store meets season 7 of *Mad Men*) are evidence the space was designed to honor the innovative, fun-loving culture of the firm. And, of course, there is plenty of room for Intouch's annual beer pong tournaments and inflatable sumo suit wrestling, executives note.

### Structure and services offered

Intouch strengthened its core leadership team with the addition of Boris Kushkuley. Kushkuley, leading the firm's New York office, has the job of developing the agency's multichannel capabilities, as well as grow the firm's East Coast presence. That strategy worked, as the New York office ex-

ploded from three people to more than 30 and added major new clients such as **AstraZeneca**, **Boehringer Ingelheim**, and **Novartis**.

Additional strategic hires included Eric Vollmuth, senior VP of customer development, and Ryan Oleson and Shane Mayer, VPs, client services.

The firm formalized its multichannel offering with Intune, a proprietary multichannel planning methodology. Intune fuses brand and multichannel strategy with creative, content and digital strategies; user experience; medical; CRM planning; and analytics to surround the customer journey with a comprehensive, integrated ecosystem. According to Kushkuley, "Intune enables marketers to carefully choose and time [their] touchpoints based on customer needs and preferences, market insights, and brand objectives."

To complement Intune and bring clients into the next generation of insights- and data-driven marketing, Intouch launched programmatic media buying services. The Intouch media team deploys the latest technologies for data gathering and analysis, media buying, and measurement

## FINALIST

AGENCY OF THE YEAR CATEGORY I

## QUICK FACTS

### ACCOUNTS

Account wins	52
Accounts resigned	4
Active business clients	43

### BRANDS BY 2014 SALES

Brand-product accounts held	126
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## SERVICES MIX

Digital/mobile DTC	40%
Digital/mobile HCP	40%
Other/multi-channel	20%

## CLIENT ROSTER

Alexion Pharmaceuticals  
 Alkermes  
 Amgen  
 Aratana Therapeutics  
 AstraZeneca  
 Baxter International  
 Bayer Animal Health  
 Bayer HealthCare Consumer Care  
 Bayer HealthCare Pharmaceuticals  
 BioMarin Pharmaceutical  
 Boehringer Ingelheim Pharmaceuticals  
 Bristol-Myers Squibb  
 Celgene  
 Crohn's and Colitis Foundation of America  
 Cubist Pharmaceuticals  
 Eisai  
 Forest Laboratories  
 Galderma Laboratories  
 Genentech  
 Genzyme  
 Gilead Sciences  
 Given Imaging  
 Janssen Pharmaceuticals  
 H. Lundbeck  
 Mallinckrodt Pharmaceuticals  
 Novartis Oncology  
 Novocure  
 NPS Pharmaceuticals  
 Pfizer  
 Salix Pharmaceuticals  
 Sanofi  
 Sanofi Pasteur  
 Shire  
 Teva Canada  
 Teva Latin America  
 Undisclosed pharma company  
 Teva Pharmaceutical Industries  
 Valeritas  
 Vein Clinics of America  
 WE CARE

across online and broadcast media. “This programmatic, data-driven approach leads pharma brands into a world of hypertargeting, providing the tools to personalize their value proposition at the speed of the individual customer’s need,” says David Windhausen, executive VP. “This becomes the basis for building a performance model that quickly proves quantifiable ROI across the entire ecosystem.”

In addition, continuing its legacy of creating solutions for pharma-unique social media challenges, Intouch Solutions launched SocialQueue in July. SocialQueue represents an easier way for pharma to monitor what is posted on social channels, gathering activity data and alerting teams so they can respond in real-time. Agency leaders say SocialQueue is the only monitoring tool built specifically for pharma marketers who want to stay engaged in health-related chatter while mitigating risk on their social sites.

## Future plans

According to agency executives, Continued growth – in clients, revenue, office space and employee count – is what’s in store for Intouch in the year ahead. “Our 2015 forecasts are solid,” Capan says. “We will surpass \$100,000,000 this year, but by no means are we sitting still. We don’t know how to sit still!”

With 99 job openings at the time of this writing, Capan wants to ensure the agency hires the right talent for today as well as for the future. “We are making aggressive moves to power up our service offerings in digital and beyond. We are actively staffing for what our clients will need tomorrow – not just today,” he says. To stay close to its East Coast clients, the agency continues to drive intense growth in its New York City office, which will move to larger space this year.



For their re-launch plans, the Entereg brand team wanted to bring to life their main efficacy message – improved time to gastrointestinal (GI) recovery after bowel resection surgery. From this assignment was born The Entereg Effect, a highly visual and interactive experience.

Kushkuley expects clients will continue to need Intouch to be the glue that holds together multiple programs across multiple channels. “We’re taking the lead role in designing the customer experience for clients,” he said. “And we’re exceeding client expectations along the way. That’s what makes Intouch untouchable.”

## Philanthropy/citizenship

Throughout the year, Intouchers threw themselves into supporting health-related causes in which they believe. One exceptional example of Intouchers giving back in 2014 was one former hairstylist who convinced her colleagues to pledge money in exchange for shaving her head for a great cause.

Grace Pollert, office coordinator for the Chicago office, first learned of St. Baldrick’s from a flier she saw on her train commute. While the prospect of shaving her head was daunting, raising money for cancer research and treatment had always been close to

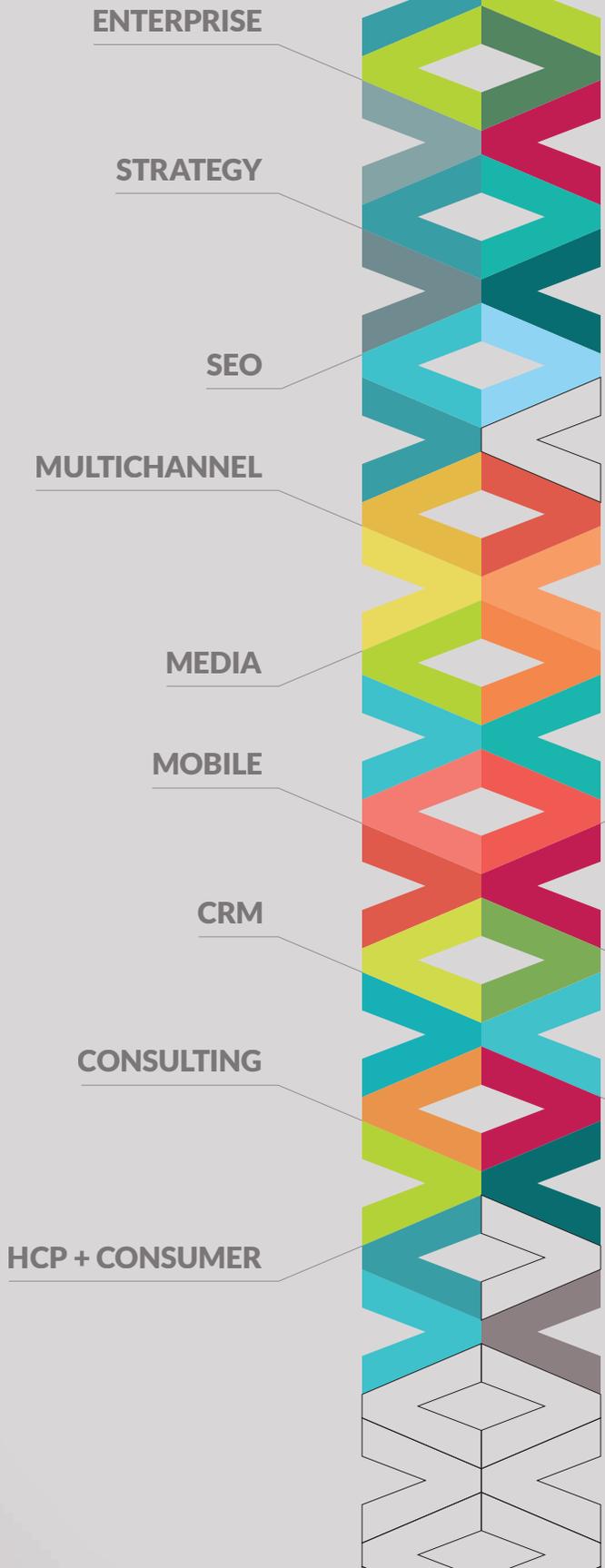
her heart, especially given her grandmother’s battle with the disease.

Pollert brought the event to the agency’s attention, and Intouch was able to secure matching funds for employee donations. Donators exercised their collective creativity by designing new hairstyles for Pollert’s soon-to-be shiny, bald head.

Chicago Intouchers came out to support Pollert on Friday, March 14, for her head-shaving party at a local Irish pub.

Pollert’s creativity and personal dedication to the cause touched everyone who heard her story. In the end, individual Intouchers donated more than \$3,000. Pollert’s favorite offer came from Capan, who jokingly offered Pollert \$500 to NOT shave her head, which she says was tempting.

Pollert said she was floored by the support from her colleagues. “This wonderful company and its employees are responsible for over half of my total donations,” she said. “This whole process has been such a joy.” [medadnews](#)



# IT'S IN OUR GENOME

IT'S WHAT WE WERE BORN TO DO

Redefining what marketing means to pharma.  
Creating engagements with value and purpose.  
Leading integrated services with our digital DNA.

When you're born to do something, *it comes naturally.*

Realize your potential with integrated services from Intouch Solutions.

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