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Corbett Accel Healthcare Group Is Now CAHG; Adopts a New Integrated Marketing Services Agency Model

CHICAGO, March 31, 2011 — **CAHG**, formerly the **Corbett Accel Healthcare Group**, has combined its previously independent business units into one agency with many practice disciplines. The business units formerly known as **Accel**, **Corbett**, **Iris**, **Kinect**, and **Surge** are now integrated and unified as **CAHG**. With this new structure, CAHG is implementing an integrated multi-channel marketing communications model designed to deliver MarketMovingIdeas® in support of its clients' brands.

Complementing the new agency structure is its vision, **We Grow Leaders**, which reflects the agency's devotion to the development of leadership brands for clients, leadership talent to help advance clients' brands, and leadership ideas that help to shape the marketplace—ideas such as CAHG's groundbreaking healthcare communications practice in genomics and personalized healthcare (www.cahg.com/personalizedhealthcare). We are proud to announce that this industry-leading idea has resulted in CAHG being named a Finalist for the MedAdNews Vision Award, which is given for the idea, concept, or initiative that best exemplifies the healthcare advertising agency of the future and which could have the greatest potential to transform the industry in a positive way.

"Our clients have continued to tell us they desire a 'seamless agency' approach to their brands," says Scott Cotherman, CEO of CAHG. "They are seeking full integration of service disciplines in the creation and deployment of effective multi-channel marketing programs on a global basis."

Cotherman recently named seven Partners—**Phila Broich**, **Elaine Eisen**, **Suri Harris**, **Dennis Hoppe**, **Carleen Kelly**, **Tony Morello**, and **Robin Shapiro**—to help lead CAHG in the new integrated marketing services agency model. Collectively, this executive team has more than 200 years'

experience within the healthcare and advertising services industries. Reporting to the Partners will be the Directors of the many integrated practice disciplines within the agency.

“In 2011, our clients will experience heightened collaboration, which will result in cooperative, brand acceleration partnerships with CAHG,” says Cotherman. “We continue to evolve to meet the demands of a new, increasingly accountable marketplace for healthcare products and services. We are committed to standing with our clients to help them achieve a competitive advantage. At CAHG, ‘We Grow Leaders’ is not a catchphrase, it’s a commitment.”

CAHG is the only agency with a dominant presence in the two leading markets for healthcare marketing communications talent in the U.S.: New York and Chicago. “Many of our clients expect us to custom-configure teams from across geographies, assembling the best talent in service to their brands. Our new, seamless agency approach makes this more of a reality than ever before,” says Cotherman.

CAHG is one of the largest healthcare communications companies in the world and provides brand acceleration services throughout the lifecycle of a brand, from compound development to patent expiry and beyond, including genomics-based medicine and personalized healthcare communication and strategies; clinical trial patient recruitment and management; market-conditioning and promotional medical education; full-service interactive support through relationship marketing and digital/interactive communications; and technology-inspired studio solutions. CAHG offers specialty and blockbuster global brand acceleration services in the professional healthcare advertising, branding, and promotions disciplines.

CAHG is a wholly-owned subsidiary of Omnicom Group Inc. (NYSE: OMC) (www.omicomgroup.com), a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning, digital and interactive, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

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