

**FOR INFORMATION, CALL:**

Elisa Cooper-Broski  
646-428-8908  
lisa\_broski@corbettaccel.com

**Healthcare Communications Industry Steps Up to Help Haitian Relief**

February 1, 2010 — Numerous healthcare communications companies have banded together to aid in the relief efforts in Haiti. Louisa Holland, co-CEO of Sudler & Hennessey's Americas offices, initially advanced the idea of an industry donor match program. With the help of Scott Cotherman, who resides as the Medical Advertising Hall of Fame's Chairperson and CAHG's CEO, it was decided to mobilize other healthcare communications companies to gather donations for Doctors Without Borders, a humanitarian relief organization. Doctors Without Borders is providing much needed medical support services in Haiti.

The industry response was very positive, and in total, more than \$100,000 was donated by participants. Agencies and networks who contributed include: Abelson/Taylor, Adelphi, The Cementworks, CommonHealth, Corbett Accel Healthcare Group, DDB Health, Euro RSCG Life, Flashpoint Medica, Goble & Associates, Harrison & Star, InVentiv, Ogilvy Healthworld, Sudler & Hennessey, and Topin & Associates.

Anyone wishing to donate to the Doctors Without Borders Haitian relief efforts is encouraged to do so via their Web site (<http://www.doctorswithoutborders.org>) by designating your gift to their Emergency Relief Fund.