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MMG Joins Forces with Ketchum

Partnership Expands Services Offered to Healthcare Clients throughout a Product's Lifecycle

Global public relations firm Ketchum announced today that Maryland-based MMG, an industry leader in patient enrollment for clinical trials, will join the Ketchum network, operating as a distinct business unit within the group. With this partnership, Ketchum will greatly expand the depth of services offered to its healthcare clients. MMG will have immediate access to all the resources and services of the Ketchum global network, an important benefit for clients in an industry that has become increasingly multinational. The two companies, both owned by Omnicom (NYSE: OMC), will retain their respective brand identities and office locations.

Together, Ketchum and MMG are positioned to provide a diverse set of services to clients. MMG has expertise in oncology, endocrinology/cardiology, the central nervous system, and general medicine, as well as infectious and rare diseases. Ketchum's experience is complementary and spans virtually every therapeutic category. Additionally, MMG's in-depth understanding of the clinical trial business complements Ketchum's healthcare offering and its ability to provide healthcare clients with communication services in the earliest phase of a product's lifecycle. Ketchum's global team of pharmaceutical, consumer healthcare, provider relations, advocacy relations, and media/new media experts provides additional depth to MMG's service offerings. Moreover, Ketchum's network, which includes more than 50 international markets, strengthens MMG's global service offerings as the need for patient recruitment continues to grow outside of the U.S.

"As science and technology continue to converge in new and exciting ways, the healthcare industry faces numerous global opportunities. This combination demonstrates Ketchum's and MMG's commitment to help healthcare organizations maximize the opportunities and minimize the challenges ahead," said Ketchum Senior Partner Lorraine Thelian. "Matching Ketchum's communications expertise with MMG's focus on clinical trials will help clients identify and communicate valuable healthcare information about diseases and potential treatments to diverse global patient, physician and advocacy audiences," Thelian added.

MMG is headed by John Benbrook, CEO, and a seven-member executive committee, who will all continue to report directly to Benbrook. “Our number one priority is to ensure that we are providing optimum value for our clients and growth opportunities for our employees,” said Benbrook. “I am extremely excited about the possibilities created by this partnership to enhance our already extensive service capabilities.”

The Ketchum healthcare leadership team also will remain in place. Along with Benbrook, Thelian, Senior Partner, who is based in Washington, DC; Ketchum London CEO David Gallagher; Ann Moravick, EVP, director, Global Healthcare and Brand Advocacy of Ketchum, who is based in New York; Susan Newberry, senior vice president, director of Ketchum’s Washington D.C. Healthcare Practice; and Sebastian Desprez, managing director, international healthcare, who is based in London, will work together to achieve innovative business results for both company’s clients.

Founded in 1987 as a healthcare communications company, MMG [www.wegetpatients.com] is the premiere full-service clinical trial enrollment agency specializing in helping pharmaceutical, biotech, and government clients find the best ways to reach and influence patient populations for participation in clinical trials, which simultaneously increases the effectiveness and sustainability of the programs. MMG’s focus on physician and patient education allows the company to reach patients directly and cost efficiently, which benefits patients and clients alike. MMG joined Omnicom in 2000.

Ketchum [www.ketchum.com] ranks among the largest public relations agencies in the world. Founded 85 years ago, the firm specializes in marketing and corporate communications, helping to build brands and manage reputations for leading products, services, corporations, and governmental and non-governmental organizations. Over the past decade, Ketchum’s Healthcare Practice has been continuously expanding in international markets to help pharmaceutical firms, hospitals, medical associations, and medical device manufacturers navigate the complex environment of consumer-driven healthcare, demands for transparency, and the entry of oblique competition – all in a highly regulated environment. Ketchum joined Omnicom in 1996.