

# Publicis Health Integrates Publicis LifeBrands Medicus Into Saatchi & Saatchi Wellness to Create First-of-Its-Kind Wellness Intelligence- Driven Agency

10/30/17

New York, NY, October 30, 2017 — Publicis Health, the world's premier healthcare communications network and part of Publicis Groupe, S.A., today announced the integration of Publicis LifeBrands Medicus (PLBM) into Saatchi & Saatchi Wellness (SSW) to create a new Wellness Intelligence-driven agency designed to help health and wellness-oriented audiences navigate the expanding "Wellness Culture."

Blending award-winning creativity with world-class experience, strategy and service design capabilities, the newly combined agency will reside under the Saatchi & Saatchi Wellness banner and incorporates PLBM and SSW's strengths in healthcare professional communications and award-winning, data-driven creative expertise.

"Healthcare professionals, caregivers and patient-consumers are empowered and engaged in well-being like never before, and healthcare communication needs to keep pace in order to help change behavior and improve lives," said Alexandra von Plato, Global Group President, Communications & Media, Publicis Health. "By combining PLBM's expertise in the professional space with SSW's executional excellence and data and



creative prowess, we can leverage the best of both brands to make a creative and strategic powerhouse that continues to exceed client expectations and motivate people to action.”

### **The Rise of the Wellness Culture**

Whether it’s what consumers put in or on their bodies—a lemon or a lotion, a drug or a detergent, a supplement or a spa experience—people are increasingly concerned, and in some cases, obsessed, with what’s happening to their bodies, minds, souls, and planet. This has given rise to the Wellness Culture and consumers are making purchase decisions accordingly.

Despite a shrinking global economy, the wellness industry grew almost 11% to more than \$3.7 trillion in 2016, making it one of the fastest-growing, most resilient markets in the world. The new Saatchi & Saatchi Wellness—powered by Wellness Intelligence—will create work that helps brands and people navigate their way through this evolving phenomenon.

“Wellness Culture is increasingly becoming an important factor in society and in communications,” said Kathy Delaney, Global Chief Creative Officer, Publicis Health. “Wellness Intelligence gives us the ability to harness the power of scientific storytelling to translate complex, abstract medical or scientific ideas into simple, motivating human terms, thereby making creative that resonates on a personal, human level.”

“The consolidation of PLBM and SSW lets us create brands within health and wellness that are more responsive to consumer needs, resonate in today’s Wellness Culture, and over-perform in the marketplace,” said JD Cassidy, Managing Director, Saatchi & Saatchi Wellness. “I look forward to taking the new SSW to the next level.”

The integration of Publicis LifeBrands Medicus and Saatchi & Saatchi Wellness is effective immediately, and the new Saatchi & Saatchi Wellness will be located in the current SSW New York offices on Park Avenue South.

### **About Publicis Health**

**Publicis Health** is the world’s premier health-oriented agency network. A division of Publicis Groupe, Publicis Health manages top-tier agencies specializing in promoting innovative solutions in advertising, digital, branding, message delivery, market access, and medical communications. Publicis Health’s mission is to be the indispensable force for health and wellness business transformation through the alchemy of creativity and technology—for good. With more than 5,000 employees around the world, Publicis Health manages 15 agency brands through 40 offices located in seven countries. Publicis Health brands include Digitas Health, Discovery USA, Heartbeat, in-sync, Langland, Maxcess Managed Markets, PDI, Publicis Health Media, Publicis LifeBrands, Publicis Resolute, Publicis Touchpoint Solutions, Razorfish Health, Real Science, Saatchi & Saatchi Wellness, Tardis Medical Consultancy and Verilogue.

[www.publicishealth.com](http://www.publicishealth.com) | **Twitter:** @PublicisHealth | **Facebook:** [www.facebook.com/PublicisHealth](http://www.facebook.com/PublicisHealth) | **LinkedIn:** Publicis Health | **Medium:** [www.medium.com/@PublicisHealth](http://www.medium.com/@PublicisHealth) | Viva la Difference!

### **Contacts**

#### **Publicis Health**

Andrea Morgan  
Kipp Jarecke-Cheng

Makovsky for Publicis Health  
Publicis Health

+ 1 917 213 5506  
+ 1 212 771 5732

AMorgan@makovsky.com  
kipp.cheng@publicishealth.com