

# M&M

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22 Tw	23 Hb	24 C <sub>he</sub>
34 Sb	35 B <sub>io</sub>	35 Ht
43 H <sub>lm</sub>	43 Tb	48 En
58 Cb	59 S <sub>ch</sub>	60 Ca
70 Kg	71 Fl	71 H <sub>sf</sub>
82 Sf	83 Im	84 G <sub>cc</sub>
94 Ms	95 S	96

AGENCY  
100

## THE HOTTEST MEDICAL MARKETING AGENCIES IN NORTH AMERICA



LiveWorld

NAMED TO MM&M'S  
HEALTHCARE MARKETING AGENCY  
**ONES TO WATCH**

LEARN MORE INSIDE



## ONES TO WATCH



# 8 Up-and-Coming Agencies to Keep an Eye on in 2019

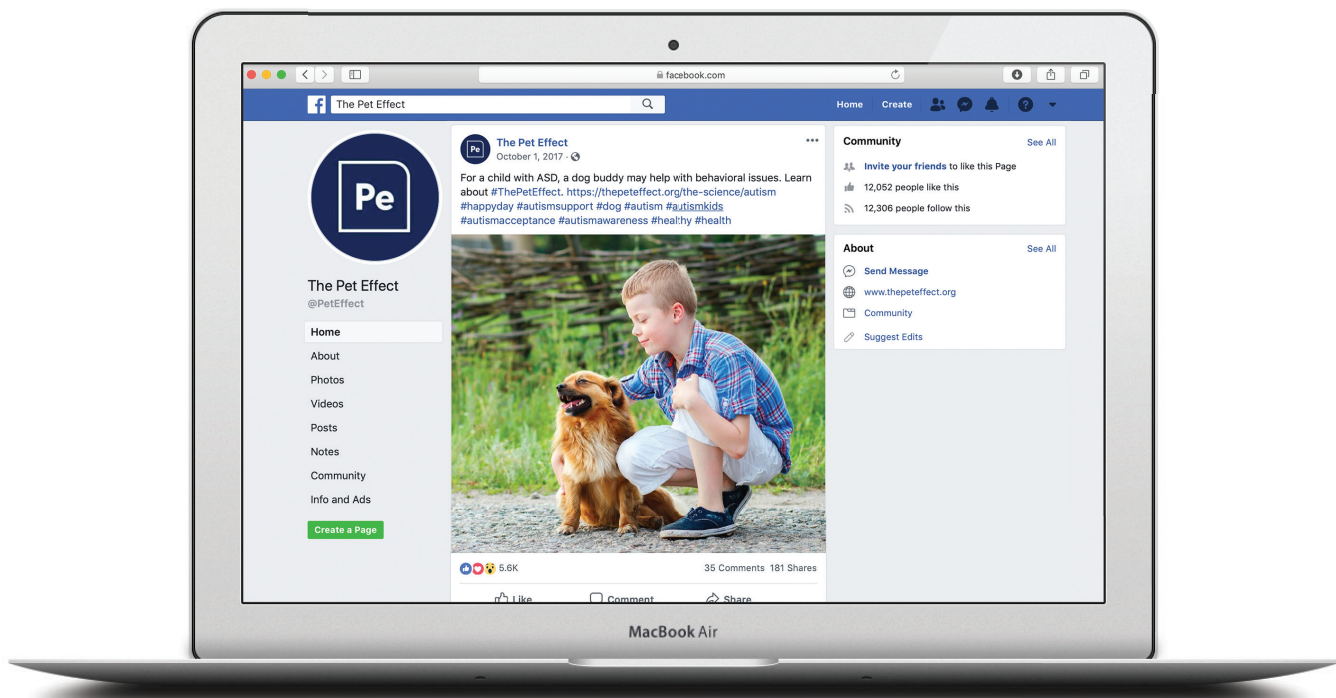
An excerpt from MM&M magazine

## LiveWorld

**Revenue:** \$4.3 million, up 19%

**Staff size:** 76 employees

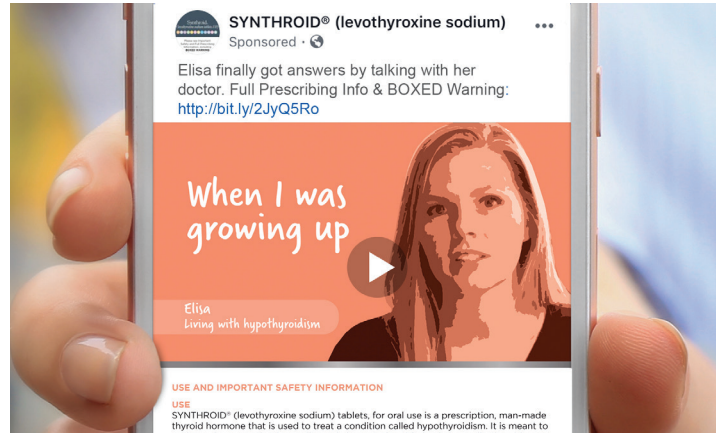
Even with hundreds of self-anointed social-media experts vying to push pharma deeper and deeper into digital, LiveWorld has managed to snare several of the most coveted assignments: It reports it manages a staggering 200 social-media properties in pharma and healthcare. Included in that sum are 19 Pfizer brands or franchises (Know Pneumonia/Prevnar 13, Meet Meningitis, Advil), four from Bristol-Myers Squibb (Discover I-O, Orencia), eight from AstraZeneca (Farxiga) and 14 from Zoetis (The Pet Effect, Catisphere/Feline Revolution).



Pet Effect social media managed by LiveWorld

## LiveWorld At A Glance

LiveWorld provides a full range of agency services and software that help pharma brands build and operate effective, compliant social media and digital programs that deliver desired behavior changes and positively impact business goals. We help our clients create emotional connections with customers resulting in action, sales and advocacy.



Synthroid Facebook Video Ad

**2018 Revenue:** \$4.3 million

**2018 Staff Size:** 76 employees

**2018 Total Clients:** AOR: 64

### Capabilities/Services Offered:

- Consumer
- OTC/wellness
- Media planning + buying
- Digital
- Working with health tech startups or innovative tech
- Market research/data/analytics

### Current Client List:

200 pharma and healthcare digital and social media properties managed by LiveWorld

- AbbVie, AS1 (Ankylosing Spondylitis), PsoriasisSpeaks, StartswithSkin, NoBSAboutHS.com (Hidradenitis Suppurativa), AbbVie Corporate, Canada Corporate, Humira Complete Answers, SpeakEndo.com, Orilissa, TakeonEndo, Synthroid & Face HepC
- AMAG, Intrarosa
- Amgen/Novartis, Aimovig, SpeakYourMigraine
- AstraZeneca, Crestor, Nexium, Farxiga, Protect Little Lungs, e-Asthma. Save Your Breath & The 4th Shift
- Bristol-Myers Squibb, BMS Corporate, Discover I-O, BMS Immuno-Oncology & Orencia
- Cancer Treatment Centers of America
- Consumer Healthcare Products Association
- Cord Blood Registry
- Pfizer, Advil Cold & Allergy, Advil, Caltrate, Centrum, Chapstick, Children's Advil, Emergen-C, Imedeen, Nexium24HR, Meet Meningitis, Preparation H, Robitussin, Story Half Told (Cancer), Thermacare, Know Pneumonia (Pneumovax 13), Our Hemophilia Community, HemMobile & AcroTracker, Get Old & Pfizer Corporate
- Rite Aid
- Zoetis, APOQUEL, Catisphere (Feline Revolution), The Pet Effect, Corporate, Cerenia, Convenia, Cytopoint, Diroban, K-9 Courage, Proheart 6, Canine Revolution, Rimadyl, Sileo & Simparica



## LiveWorld Detailed Listing

4340 Stevens Creek Blvd STE 101, San Jose, CA 95129

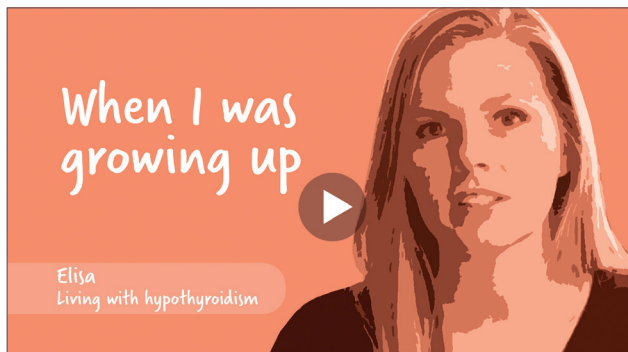
**URL:** www.liveworld.com

**Founded:** 1999

**Full-time employees:** 76 (2018); 89 (2017)

**Office Locations:** San Jose, CA New York, NY

**Senior Management:** Peter Friedman, Co-Founder & Chief Executive Officer; David Houston, Chief Financial Officer; Martin Bishop, VP of Client Services; Dawn Lacallade, Chief Strategist; Jena Dengrove, VP & Creative Director; Jason Liebowitz, VP New Business Development; Jason Kapler, VP of Marketing; Frank Chevallier, VP of Software Products;



**USE AND IMPORTANT SAFETY INFORMATION**

**USE**  
SYNTHROID® (levothyroxine sodium) tablets, for oral use is a prescription, man-made thyroid hormone that is used to treat a condition called hypothyroidism. It is meant to replace a hormone that is usually made by your thyroid gland. Generally, thyroid replacement treatment is to be taken for life. SYNTHROID should not be used to treat

**AD DESCRIPTION:** In an effort to combat generics, AbbVie launched a social media presence to boost preference for Synthroid the #1 branded drug for hypothyroidism, a condition where the thyroid gland doesn't make enough thyroxine. The campaign uses a combination of condition awareness content and treatment education informing how and when patients can use Synthroid effectively.

**WHAT MAKES IT SPECIAL:** With in-depth experience in social media for healthcare, LiveWorld built a campaign leveraging the understanding that patient experience is driven by conversations. Utilizing patient storytelling content, Synthroid uses a trusted voice to educate patients on symptoms, treatment options, and how to receive branded Synthroid.

Lisa Sutton, Chief Nurse, Clinical Operations

**Recent Executive Hires:** Jena Dengrove, VP & Creative Director; Lisa Sutton, Chief Nurse, Clinical Operations

**Capabilities/Services Offered:** Consumer (Rx); OTC/wellness; Media planning + buying (consumer or professional); Digital (it's a separate practice within your agency or expertise is diffused throughout); Working with health tech startups or innovative tech; Market research/data/analytics

**2018 North American Revenue:** \$4,325,867

**2018 U.S. billings breakdown (%)**

2018 professional print ads:	85
2018 public relations:	7
2018 market research/data/analytics:	5
2018 mar-tech/ad-tech:	3

**AOR Clients:** 64 (2018); 64 (2017)

**Current healthcare/pharma accounts:** AbbVie (12), AS1(Ankylosing Spondylitis), PsoriasisSpeaks, StartswithSkin, NoBSAboutHS.com (Hidradenitis Suppurativa), AbbVie Corporate, Canada Corporate, Humira Complete Answers, SpeakEndo.com, Orilissa, TakeonEndo, Synthroid & Face HepC; AMAG Pharmaceuticals (1), Intrarosa; Amgen/Novartis (2), Aimovig, SpeakYourMigraine; AstraZeneca (8), Crestor, Nexium, Farxiga, Protect Little Lungs, e-Asthma. Save Your Breath & The 4th Shift; Bristol-Myers Squibb (4), BMS Corporate, Discover I-O, BMS Immuno-Oncology & Orenicia; Cancer Treatment Centers of America (1) Consumer Healthcare Products Association (1) Cord Blood Registry (1) Pfizer (19), Advil Cold & Allergy, Advil, Caltrate, Centrum, Chapstick, Children's Advil, Emergen-C, Imedeen, Nexium24HR, Meet Meningitis, Preparation H, Robitussin, Story Half Told (Cancer), Thermacare, Know Pneumonia (Prevnar 13), Our Hemophilia Community, HemMobile & AcroTracker, Get Old & Pfizer Corporate Rite Aid (1) Zoetis (14), APOQUEL, Catisphere (Feline Revolution), The Pet Effect, Corporate, Cerenia, Convenia, Cytoint, Duroban, K-9 Courage, Proheart 6, Canine Revolution, Rimadyl, Sileo & Simparica,

**Number of accounts gained in 2018:** 7

**Details of Accounts Gained:** AbbVie: Canada, Humira Complete Answers, Orilissa, Synthroid AMAG Pharmaceuticals: Intrarosa Amgen/Novartis: Aimovig, SpeakyourMigraine BMS- Orenicia Cord Blood Registry RiteAid Zoetis: Vet programs, EMEA

**Details of accounts lost in 2018:** Shire



LiveWorld



Contact us today for a capabilities presentation.

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