

STAR MARKETING ANNOUNCES NEW BREED OF HEALTHCARE RELATIONSHIP MARKETING SERVICE

NEW YORK – STAR Marketing (www.starmsgroup.com), a network of Omnicom Group (www.omicomgroup.com) customer experience management agencies, has announced STAR Healthcare. STAR Healthcare is uniquely structured to deliver integrated, personalized communications programs across specialist relationship marketing disciplines. This model supports the patient with appropriate communication throughout the entire patient journey from symptom recognition through the diagnosis and self management of their condition.

STAR Healthcare combines deep experience in Pharmaceuticals and Healthcare with deep cross-media expertise. It pulls together best-in-class specialty agencies under a single leadership team to answer the changing needs of today's healthcare brands and the patients they support. This new structure will enable STAR Healthcare to provide media neutral channel expertise across appropriate channels, guided by a complete understanding of patient communication needs, as either an end-to-end or tactical solution.

Two unique positions within STAR Healthcare assist in this effort: the Patient Advocate™ and the Client Champion™. The Patient Advocate serves as a single voice for the patient across all channels and tactics, creating the strategic document that outlines each stage of the patient experience, how each stage affects the patient journey, and the role of each media channel throughout their progression. The Patient Advocate also focuses on the interdependencies between what patients learn and what they do later on. The Client Champion provides clients with a single point of accountability in the web of relationship marketing agencies, serving as the client's voice within the agency team.

STAR Healthcare provides a variety of best-in-class marketing disciplines, including interactive, direct, e-mail, digital media planning, strategic consulting, mobile and teleservices depending on client needs. The STAR network is comprised of the following industry leading, technology-driven units: Critical Mass, Innovyx, Javelin Direct, Optima Direct, SigmaWorks Group, ECI, OMD Digital and OMG Direct.

"STAR Healthcare is an insight-driven, behavioral Model. It is targeted to the global challenge that patients consistently demonstrate a lack of compliance with their prescriptive medicines, and the pharmaceutical industry's challenge to provide unified messaging and design elements across multiple channels," said Tom Harrison, Chairman, CEO Omnicom's Diversified Agency Services (DAS) Group.

"STAR Healthcare exemplifies a new way of thinking about providing a consistent message and recognizing the roles played by multiple units in crafting that message," said Rob Dhoble EVP and Director, Global Healthcare Operations, Omnicom's DAS Group. "It will better serve both clients and patients as a result."

About STAR Marketing

STAR Marketing (www.starmsgroup.com), a division of the Omnicom Group, is a network of customer experience management agencies and specialist services including: CRM, interactive, direct, digital and search media, analytics, B2B, teleservices, email, strategic consulting and process improvement.

About Omnicom

STAR Marketing is a part of Omnicom Group Inc. (NYSE: OMC) (www.omicomgroup.com). Omnicom is a leading global advertising, marketing, and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, 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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