

Publicis Healthcare Communications Group Acquires Tardis Medical

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about publicis healthcare communications group

Publicis Healthcare Communications Group (PHCG) is the largest health-oriented agency network in the world. A division of Publicis Groupe, PHCG manages top-tier agencies specializing in promoting innovative solutions in advertising, digital, branding, message delivery, market access, and medical communications. PHCG is dedicated to creating experiences that compel action, change lives, and amplify business outcomes. With more than 5,500 employees, PHCG manages 12 agency brands through 70 offices located in 10 countries. PHCG's brands are Saatchi & Saatchi Health, Digitas Health LifeBrands, Publicis Life Brands, Razorfish Healthware, Heartbeat Ideas, Discovery, in-sync Customer Insights, Publicis Health Media, Publicis Touchpoint Solutions, beacon healthcare, Maxcess, and Verilogue
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Expanding the Company's Clinical Center-of-Excellence

NEW YORK, September 3, 2015—Publicis Healthcare (PHCG), a part of Publicis Groupe [Euronext Paris: FR0000130577, CAC40], announced today that it has acquired **Tardis Medical**, a highly respected clinical and medical affairs outsourcing organization and consultancy business. The agency will be aligned with **Publicis Touchpoint Solutions**, part of PHCG, Inc—a leading provider of customized, omnichannel healthcare sales, service, and clinical teams. The Tardis Medical acquisition will complement and strengthen Touchpoint's clinical capabilities.

Tardis Medical has a strong global presence with European offices in the UK, Austria, France, Spain, Germany, Italy, Sweden, and operates in LATAM and APAC.

“We are thrilled to have Tardis Medical join the Publicis Touchpoint Solutions family,” said Michelle Keefe, president and CEO of Publicis Touchpoint Solutions. “We have had the benefit of working closely with Tardis Medical as strategic partners on a number of projects. This collaborative work has helped us all to realize that our combined capabilities offer substantial value to our respective clients. We believe that Tardis Medical will enhance Touchpoint's clinical center-of-excellence by deepening our expertise and extending our global reach.”

The founders of Tardis Medical—Andrew Bruce, Ian Bancroft, and Suzanna Lawrence—will continue to lead the business as General Managers reporting directly to Michelle Keefe.



“Tardis Medical is delighted to officially become part of Publicis Touchpoint Solutions and the **Publicis Healthcare Communications Group** network,” said Suzanna Lawrence, general manager, Tardis Medical. “After working successfully on a number of projects alongside Touchpoint, we have been impressed that our values and business goals are so well aligned.”

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