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DIGITAS HEALTH APPOINTS FIFTH PHYSICIAN TO SCIENCE AND MEDICINE DEPARTMENT

Dr. Gautam Gulati Joins as Vice President; Brings Clinical, Public Health and Business Expertise

PHILADELPHIA – January 12, 2010 – Digitas Health has named Gautam Gulati, MD, MBA, MPH, as Vice President/Group Director in the Science and Medicine department. Reporting to Chief Medical Officer Michael Golub, MD, Dr. Gulati will be one of five physicians at the agency. He will be based in the New York office.

“Dr. Gulati’s experience fits well with what we strive to provide – effective communication, education, and motivation for consumers, caregivers and physicians. His background in public health, coupled with his entrepreneurial expertise will help enhance our company’s offer with new approaches for reaching and serving the medical community. We have deep respect for Dr. Gulati’s accomplishments and are proud to have him as a member of our team,” said Dr. Golub.

Dr. Gulati’s diversified professional, entrepreneurial, and educational background in clinical medicine, business management, public health, and social enterprise provides a well-rounded perspective with direct relevance to digital communications in the healthcare arena. In addition to his position at Digitas Health, he will continue his post as an adjunct faculty member at Johns Hopkins University Carey Business School. At Johns Hopkins, he teaches “Medical Innovation & Entrepreneurship” and conducts proprietary research in the areas of ‘innovation in healthcare’ via the G Venture Lab. He currently serves as the Founding Chair of a venture philanthropy non-profit organization, Global Voices of Health, Inc. Dr. Gulati is a clinically trained internist with marketing and strategy experience in more than 20 therapeutic areas. His medical doctorate and masters in health are from George Washington University and he earned an MBA from Johns Hopkins Carey Business School.

Previously, Dr. Gulati served as a Life Sciences Strategy Consultant with The Frankel Group and was a Medical Director for a large medical advertising, communications, and education company. He was the co-founder and CEO of Medical Acumen, a medical market research and thought leader communications firm, and has also provided various strategic recommendations for FDA-related approvals as well as diversification and growth strategies for various healthcare related Internet companies.

Digitas Health Science and Medicine Department

With a deep bench in science and medicine, Digitas Health is one of the few agencies in the world that can develop marketing communications for both consumers and healthcare professionals. Dr. Gulati joins a formidable team of skilled doctors who consult on client projects across the world. They include:

- Michael Golub, MD, FACP, earned his medical degree at the University of Pennsylvania and has studied filmmaking in the Masters program at Temple University. As CMO, Dr. Golub built the Science and Medicine department at Digitas Health
- John DeMaio, MD, MBA is a pediatrician with a medical degree from University of Pennsylvania and a business degree from Wharton. His specialty is in neonatal intensive care medicine, and he was a director of the NICU at Lankenau Hospital in Wynnewood, PA for 15 years
- Wayne van Saun, MD, MCIS is a pediatrician with a background in medical education. His undergraduate degree is from Princeton University and medical degree is from University of Pennsylvania, and he also earned a master’s degree in information technology from the College of St. Rose in Albany
- Mukarram Bhatti, MD, MBA is a general physician with a medical degree from Rawalpindi Medical College in Pakistan. His strengths lie in utilizing technology to improve patient care fortified by his business degree from Richard Ivey School of Business at the University of Western Ontario

The agency’s science and medicine expertise is complemented by the Digitas Health Medical Advisory Board, a team of 27 physicians working across specialties who are also on call to assist with client needs. Whether consulting on a strategic campaign for healthcare professionals or providing category insights on a disease state or particular aspect of clinical care, the advisory board provides diverse experience including allergy and immunology, anesthesiology, cardiology, endocrinology, emergency medicine, HIV and infectious disease, internal medicine, obstetrics/gynecology, oncology, orthopedics, pediatrics and family medicine, psychiatry, rheumatology and surgery.

About Digitas Health

Counting as clients many of the world's leading pharmaceutical, bioscience, and medical device companies, Digitas Health is a next-generation marketing agency that helps build healthcare brands that patients, caregivers, and healthcare professionals feel confident turning to and recommending when they are sick, in need, or helping others. With offices in Philadelphia, New York, Boston and London, Digitas Health is a unit of Digitas, leading global digital marketing and media agency and a member of the Paris-based Publicis Groupe S.A. (Euronext Paris: FR0000130577), the world's fourth largest communications group, second largest media counsel and buying group, and a global leader in digital and healthcare communications.

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