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*HealthTalker Programs Leveraging the Power of Word of Mouth Find Huge Success for
Pharmaceutical Industry*

*-- Massachusetts-Based Company Expands its Business and Unveils a New Corporate
Look --*

Newton, Mass. - April 5, 2010 - [HealthTalker](#), the leader in word of mouth (WOM) marketing campaigns for the pharmaceutical and biotechnology industry, announces its new interactive Web site and a new Massachusetts headquarters. HealthTalker also reported strong revenue and significant year-over-year growth for its third year in a row.

HealthTalker develops innovative word of mouth marketing programs that mobilize a base of highly engaged patients and/or caregivers who participate in a multi-faceted offline and online experience. HealthTalker programs leverage the power of personal recommendation and take advantage of what consumers already do on a regular basis—talk to their friends and family about the conditions they have and the health products they use.

With several successful programs in market, HealthTalker has already seen compelling statistics from their WOM “ambassadors,” including:

- 87% of the people who participants spoke with were in the client’s target market;
- 73% of participants felt the person they had a conversation with would share the information they learned with others; and,
- 72% of participants said that they have had “significantly more” conversations about the program topic than before they became an ambassador.

“The evolution of the direct-to-consumer space over the past decade has been pronounced. We emphasize the consumer-to-consumer dynamic, focusing on the value people place in hearing other people’s recommendations and experiences with health conditions - and with the products they have been prescribed by their physician,” said Andy Levitt, Founder & CEO, HealthTalker. “These conversations will lead to better physician-patient dialogue and increased awareness of conditions and treatment options.”

HealthTalker has been developing innovative word of mouth marketing programs since 2007 when Levitt set up operations from his then Somerville, Massachusetts home.

HealthTalker has since grown to 14 full-time employees and recently moved its headquarters to Newton, Massachusetts. HealthTalker has designed customized solutions for the world's leading pharmaceutical companies, including Genzyme, Merck, Novartis, Shire, EMD Serono, Auxilium, and Alkermes.

"We knew that word of mouth was an important component of our marketing strategy, but we weren't sure how to do it in a meaningful way that would be both authentic and effective," said Christine Waite, Associate Director, Patient Marketing, Genzyme. "HealthTalker has been a great partner, and has worked with us to create a unique WOM program that's working even better than we expected."

Word of mouth conversations are important sources of consumer information about healthcare and provide an element of authenticity and credibility that traditional advertising can't match. HealthTalker is a proud member of the Word of Mouth Marketing Association, and along with WOMMA, empowers consumers to make an impact by sharing their opinions and experiences with their own network.

For more information, check out this [one-minute video](#) or for a look at our new Web site and corporate blog visit www.healthtalker.com. You can also follow updates on Twitter: [@HealthTalker](#).

About HealthTalker LLC

HealthTalker develops innovative word of mouth (WOM) marketing programs for the healthcare market with a specific focus on the pharmaceutical and biotechnology industries. HealthTalker is dedicated to effectively navigating the complex regulatory environment to provide real solutions for healthcare and pharmaceutical companies that wish to incorporate elements of social media and word of mouth into their marketing programs. HealthTalker is a proud member of the Word of Mouth Marketing Association. For more information, contact us at (617) 440-3300 or info@healthtalker.com.