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COMPASS HEALTHCARE COMMUNICATIONS EXPANDS ITS TEAM

Princeton, N.J., February 12, 2008 – [Compass Healthcare Communications](#), a leading independent, full-service online and relationship marketing agency known for award-winning work, has enlarged its talent pool by hiring seven new team members and expanding the responsibilities of three other employees.

“We’re delighted to welcome talented new team members and to promote other team members to serve our growing roster of healthcare clients,” said Peter H. Nalen, president and CEO of Compass Healthcare Communications. “Their collective online and relationship marketing experience is substantial and impressive. They will enable us to continue delivering cutting-edge, proven services while efficiently managing our operations.”

New Team Member in Creative

- ***Sam Lowe, Creative Director***, has more than 20 years of creative experience in healthcare and business-to-business. He has worked on a variety of brands for many clients, including HIV for Bristol-Myers Squibb; oncology for ARIAD; dental products for Johnson & Johnson, OraPharma, Wm. J. Wrigley, DENTSPLY International and Sirona; and tissue management for ConvaTec (a Bristol-Myers Squibb company), CORIA Laboratories, Ltd., HealthPoint and OrthoNeutragen. Lowe has training in illustration, design, photography, writing and developmental psychology.

New Team Members and Promotions in Client Services

- ***Temilyn (Temi) Mehta, Account Supervisor***, comes to Compass with more than seven years experience in online marketing and account management. Before joining Compass, she worked at Kurani Interactive on the Novo Nordisk, CircuLite, & PDL BioPharma accounts and at IMC (Irvine Marketing Communications) on Ortho Dermatological and Johnson & Johnson’s consumer package goods division. Mehta has also worked with brand teams at Bristol-Myers Squibb and Schering-Plough Corporation.
- ***Robert Johnstone, Account Executive***, previously worked for Netplus Marketing, an interactive and online advertising agency.
- ***Christine Robbins, Senior Account Executive***, has been promoted from account executive. Before joining Compass, Robbins worked in account management at Pace,

Inc. in the women's health category and on the HIV team at Palio Communications. She has also worked with brand teams at Barr Pharmaceuticals, Inc. and GlaxoSmithKline.

New Team Members in Project Management

- ***Michael Donohoe, Senior Project Manager***, has worked in project management for the past eight years and pharmaceutical marketing for 12 years. Before joining Compass, he worked with the Cadient Group, GlaxoSmithKline, Lucent Technologies, Connex International and Xpedite Systems.
- ***Darnell Wilkins, Senior Project Manager***, comes to Compass with over 10 years of project management experience. Previously he was a project manager with Rosetta Marketing Group where he managed relationship marketing programs, website development and custom online marketing solutions. Wilkins was also a senior project manager for Dendrite International's Interactive Marketing Division, working on programs for Sanofi-Aventis, GlaxoSmithKline and Pfizer. He also led the eMarketing team at Xpedite Systems.

New Team Members in Online Promotions

- ***Eileen O'Brien, Director of Online Promotions***, brings 13 years of online marketing experience to the Compass team. Previously she was director of interactive media at Engel Publishing Partners, publisher of *Med Ad News*. O'Brien has also been director of eMarketing at Virtua Health and worked at the University of Pennsylvania Health System, Graduate Hospital and the Rothman Institute.

Promotions in Operations

- ***Stephen Pearson, Director of Operations***, was promoted from account supervisor. Pearson has more than 10 years experience in interactive marketing, including working with the online advertising agencies Insight Interactive (now WHITTMANHART Interactive) Group and Arnold Worldwide. He has done work for Johnson & Johnson Consumer Products, ETHICON, Ortho Biotech, Ortho-McNeil, Inc. and Cordis Corporation.
- ***Clair Carmichael, Internal Operations Manager***, was promoted from project manager. Carmichael has six years of online/offline agency experience. Before joining Compass, she was a project manager at Gillespie Advertising working on projects for Medco Health Solutions, Bracco Diagnostics and the Catholic Relief Services. She was also an account executive at The Roman Group.

About [Compass Healthcare Communications](http://www.compasshc.com) – www.compasshc.com

Compass Healthcare Communications is a leading independent, full-service online and relationship marketing agency exclusively supporting brands in the healthcare industry. Based in Princeton, N.J., Compass maximizes the marketing power of the Internet by designing, developing and [measuring](#) integrated [online and relationship marketing programs](#) that engage,

educate and motivate each audience segment — from [patients and caregivers](#) to healthcare professionals. Compass has won many [awards](#) for its innovative work from the Internet Advertising Competition, Web Marketing Association, eHealthcare Leadership Awards, The RX Club, and The Webbys. |

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