



The Klick Health Senior Leadership Team.

## Klick Health Company of the Year Advertising Agency

With 280 employees and a 15-year history, Klick Health has accomplished big things. Klick is one of the world's largest independent full-service digital healthcare agencies, serving clients throughout North America. Based in Toronto, with offices in New York and Chicago, Klick is the sole recipient of the triple crown of Canada's most recognized awards: Best Employer, Best Managed Company and Fastest Growing Technology Company in North America.

Klick's growth is driven by their focus on people, data and orchestration. By building a center of gravity for talent and a culture that supports high performers, Klick has assembled the most senior team of digital health experts, with the lowest turnover rates in the industry.

### FIRST AND FOREMOST, INNOVATION

Because Klick Health is independent, they're able to make long-term investments in their people and in innovation. Innovation is sparked by high-functioning, multidisciplinary teams that are given the latitude to explore. Combine that spirit of innovation with an intense dedication to service, a rigorous approach to data, and a commitment to results, and it's no surprise that Klick has grown by over 30% per year consistently for 15 years.

Among their milestones in 2012, this past April Klick launched iCONNECT, a suite of eight iPad apps that drive sales force effectiveness and enhance the

Klick employees grinning a little sillily in the photo booth at our most recent company event.



way sales teams communicate and engage with healthcare professionals. iCONNECT is designed to meet the daily challenges of field sales forces by institutionalizing the habits of an organization's best reps and putting them in the hands of the full team. iCONNECT's message—"make every rep as good as your best rep"—resonates strongly with healthcare field forces across North America. The iCONNECT platform has shown high engagement, with clients reporting HCP meetings up to 10 minutes longer using the platform. Our judges agreed that "Klick has truly embraced the mobile environment."

### COMMITMENT TO TALENT

Clients follow the talent, so Klick Health's focus on people is key to their success and ongoing growth. Being a center of gravity for talent means developing a workplace and culture that supports high performers and lets them focus on their craft. With almost 20 former managing directors currently on staff, Klick has demonstrated an ability to attract and retain highly experienced top performers who want to get back to creating. By using technology to do the heavy lifting, Klick Health has eliminated most layers of management, leaving a team that's empowered and focused on their clients.

### ORCHESTRATING RESULTS

One of the keys to Klick's success is its emphasis on orchestration. It's one thing to come up with an amazing plan. Consistently delivering on time and on budget in complex multivendor, multiplatform environments is a whole other skill. It's a skill that separates Klick Health from most in the industry. Klick

is designed to orchestrate, with the tools and systems built right in to its operating system.

### SOCIALLY RESPONSIBLE

Beyond their commitment to their client's work, Klick's commitment to social responsibility is demonstrated through the many grassroots causes they support every year. Contributions to charities have totaled \$1.5 M, with donations to scores of non-profit organizations such as Caring Voices, Ride for Heart, Red Cross Haiti Relief & Japan Earthquake Relief Funds and Cystic Fibrosis Foundation. In 2008, the Klick Foundation was launched to coordinate charitable endeavors, donating time, money and in-kind support, as well as establishing longstanding charitable partnerships.

Recently Klick created "Klick it Forward," which allows employees to earn funds through positive client work performance. Klick employees have donated over 6,388 animals to families that truly need them.

### JUST GETTING STARTED

Klick Health's 15-year rise is just the beginning. With their sights set on nothing less than shaping the future of digital health, Klick is hungrier than ever to help their clients really move the needle on their business.