



For Immediate Release

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Chandler Chicco Agency and Mehlman Vogel Castagnetti Launch HealthStrategies 360™

-- New offering will connect sophisticated political insights and health policy perspectives with high-impact public relations campaigns --

Washington, March 8, 2006 – Chandler Chicco Agency (CCA) is partnering with Mehlman Vogel Castagnetti, Inc. (MVC) to launch HealthStrategies 360™, a new initiative that takes a full-circle view of the healthcare business, media and policy climates to develop integrated public affairs and public relations programs. The new service brings together policy and communications specialists with expertise in healthcare issues management, advocacy, alliance development, media relations and lobbying.

Through HealthStrategies 360, Chandler Chicco Agency, the nation's largest independent healthcare public relations agency, and MVC, a premier government affairs firm, will provide clients with integrated political, policy and public relations strategies to achieve policy and business success.

"HealthStrategies 360 is the bridge between policy and marketing; the place where Main Street, Wall Street and Pennsylvania Avenue meet," said Dean Rosen, head of MVC's healthcare practice. "It will allow clients to better analyze today's healthcare landscape from all angles."

The HealthStrategies360 team will be led by Rosen, an attorney and former health policy advisor to Senate Majority Leader Bill Frist, and Allison May Rosen, head of CCA's Washington practice. They are joined by a team of issues and communications specialists including former FDA official, Jeff Nesbit; CCA former journalist and writer, Sydney Rubin; and the head of CCA's corporate branding division, Kristen Spensieri.

Robert Chandler, co-founder of the Chandler Chicco Agency, noted, "Now more than ever, decisions made in Washington have a direct and immediate impact on the business and future of healthcare. HealthStrategies 360 provides a needed solution for clients looking to integrate public affairs into communications initiatives that cultivate a favorable policy environment."

The new partnership already has undertaken client projects that include developing a public health education campaign targeted at healthcare providers, consumers and policymakers and a consulting project integrating public relations and public policy on an issue affecting the future of pharmaceutical and biologic regulation.

"MVC is looking forward to integrating sophisticated political insights and health policy perspectives into high-impact public relations campaigns," said MVC co-founder Alex Vogel. "We're committed to linking creativity with substance, tactics with results."

Chandler Chicco Agency - named by *The Holmes Report* as "Creative Agency of the Year" - is a strategic public relations agency with clients that include hospitals, healthcare associations, coalitions, and most of America's largest pharmaceutical companies.

Founded in May 2004, Mehlman Vogel Castagnetti, Inc. is a bipartisan government relations firm that provides clients with a full range of services including coalition management, legislative and executive branch lobbying and guidance for political activities. With experience working at high levels in the Administration and Congress, MVC's principals have been ranked in the *National Journal's* and *Roll Call's* lists of most powerful Capitol Hill staffers and *Details* magazine's "50 Most Powerful Men Under 39."

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