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News Release

90TEN is PR Week's 'Healthcare Agency to Watch' in 2011

90TEN Healthcare has been named by PR Week as the 'Healthcare agency to watch' in 2011, thanks to a spectacular performance which saw a 144% growth in fee income in 2010 and the addition of 19 new accounts including Pfizer, Reckitt Benckiser, Warner Chilcott and Merck Serono. Headcount at the agency almost doubled in 2010, from eight to 14, and the team is investing in new offices in Clapham to accommodate further expansion.

This recognition for 90TEN was announced as PR Week published its 'Top 150' league table ranking the UK's top PR agencies according to fee income. It is widely acknowledged that the PRWeek annual league table is the most definitive and up-to-date barometer of UK PR spend.

"We are delighted to have received this commendation from PR Week; it is testament to the excellent work of our award-winning account teams." comments Carole North, Director and co-founder at 90TEN. "Despite the turbulent economy, 2010 was a particularly strong year for the agency. Clients chose 90TEN for our innovative thinking, underpinned by strong strategic insights, which ultimately deliver outstanding results."

This success has also been recognised by numerous awards, including winning the Cause Marketing Award at the Pharmaceutical Marketing Excellence Awards 2010 and a high commendation at Communiqué 2010 for Best Public Health Initiative. 90TEN has also been shortlisted for two CIPR Excellence Awards in 2011 which recognise and reward best practice.

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About 90TEN

90TEN is an award-winning healthcare communications consultancy specialising in integrating PR, medical education and research techniques to deliver solutions that help its clients exceed their marketing objectives and maximise their PR investment. 90TEN's programmes reach and mobilise healthcare providers and patients to provide them with access to targeted health information that empowers them to effectively manage their health or provision of health services.

Awards include:

- Winner – PMEA 2010 – Grey Healthcare Group Cause Marketing Award (in the public health arena)
- Highly Commended – Communiqué 2010 – Best Public Health Initiative
- Finalist – Communiqué 2010 – Best Small Consultancy
- Finalist – Communiqué 2010 – Excellence in Product Communications
- Finalist – Pharma Times 2010 – Joint Working Project of the Year
- Winner – PMEA 2009 – Patient Focus Award
- Winner – PMEA 2008 – Patient Focus Award
- Finalist – Communiqué 2008 – Best Small Consultancy
- Winner – Communiqué 2007 – Best Use of Surveys and Data
- Winner – Communiqué 2007 – Young Achiever of the Year (Paul Tanner)
- Highly Commended – Communiqué 2007 – Best Patient or Public Campaign
- Highly Commended – Ask About Medicine Awards – Excellence in Reaching Diverse Populations
- Highly Commended – Communiqué 2006 – Best Professional Education Project
- Winner – Communiqué 2005 – Best Patient or Public Campaign
- Finalist – PMEA 2005 – Innovation Award
- Winner – Communiqué 2004 – Best Patient or Public Campaign
- Finalist – PMEA 2003 – Customer Focus Award
- Highly Commended – PMEA 2003 – Innovation Award