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### **Cadient Group Expands and Diversifies Client Portfolio**

**King of Prussia, Pa. – March 22, 2011** – [Cadient Group](#), a leading provider of digital marketing services and technology-enabled solutions, has recently expanded its portfolio while diversifying the company's reach across numerous facets of the healthcare category. This diversified expansion is attributable to the growing demand for Cadient Group solutions and services, including expertise in emerging media channels.

"In the second half of 2010, Cadient Group embarked upon an aggressive strategy to diversify not only our client roster, but also to expand our value to healthcare clients across their organization," noted [Stephen Wray](#), chief executive officer, Cadient Group. "In order to accomplish this, we elevated our focus upon specialized medicine and invested significant resources to develop a range of agile, technology-enabled solutions. Our clients are committed to transforming their business model to address a fundamentally different market dynamic - the growing list of recent account wins and positive client feedback validates our approach to leveraging digital technologies."

Over the past 120 days, Cadient Group expanded the agency's client roster in several highly specialized therapeutic categories including diabetes management, oncology, urology, immunology, metabolic disorders, hematology, dermatology, ophthalmology, and cardiovascular disease, as well as an array of device and diagnostics categories. These assignments exemplify Cadient Group's versatility across the broader healthcare landscape. Cadient Group has been assigned numerous future launch brands within these therapeutic areas, reinforcing the highly relevant nature of the services and solutions offered by the company to a new design for market introduction. Cadient Group's diversified portfolio now reaches beyond traditional brand marketing engagements to include sales and marketing operations, business analytics, scientific communications, corporate and global communications, as well as strategic consultation regarding the evolution of emerging media and technologies.

In addition to Cadient's core digital agency services, the firm continues to invest in mobile campaign and social media development, as well as a growing suite of business intelligence and agile portal solutions. Cadient launched the first wave of [CG Solutions](#) last year, with several more set to launch throughout 2011. "The investment in CG Solutions, combined with recent new business momentum, compels Cadient Group to continue to seize new opportunities to define state of the art in 2011," added Wray. "We look forward to augmenting our talent base across our regional offices to forge additional success stories across a diversified healthcare footprint."

#### **About Cadient Group**

[Cadient Group](#) is a leading provider of digital marketing services and technology-enabled solutions for the healthcare industry. Powered by our suite of agency services, consultation services and technological expertise, Cadient Group delivers sensible strategies that inspire possibilities. By leveraging emerging technologies to drive our own innovative solutions, we deliver impactful interactive customer experiences for healthcare professionals, consumers, caregivers and payers. Through strategic insights, audience activation and program optimization, we ensure that our clients' business objectives are achieved. For more information about Cadient Group, visit [www.cadient.com](http://www.cadient.com).