

A Creative Education

To honor its founding father and the 40th anniversary of The Corbett Healthcare Group, the agency has established The Frank J. Corbett Health Marketing Scholarship Foundation. This is reportedly the first educational endowment of its kind to be supported by a healthcare advertising agency. The foundation is an independent, nonprofit organization that has been established in Mr. Corbett's name to foster development of creativity and healthcare marketing expertise.

"This is an opportunity to recognize Frank's contributions to the industry and to leave a lasting legacy of the principles that Frank believes in, and which are consistent with the value set within the agency today," says Scott Cotherman, president and CEO of The Corbett Healthcare Group Inc., part of Omnicom Group Inc. "The foundation allows us to give something back to Frank in his name that's going to be important to the industry going forward."

According to Mr. Cotherman, who also serves as the foundation's president, the scholastic fund is specifically designed to encourage young people to pursue careers in marketing and in creative endeavors within healthcare.

"We will be funding the education of undergraduate and graduate students who have a focus on health marketing and creativity," Mr. Cotherman told PharmaVOICE in an exclusive interview. "There are a number of programs around the country that offer these types of curricula as a specialty."

The scholarship program is not limited to the U.S. and will be made available on a global basis.

Beginning in calendar year 2003, funds will be made available to undergraduate and graduate students who are pursuing academic credentials associated with healthcare marketing.

According to Mr. Cotherman, there are a number of academic institutions that already have been identified, such as The Northwestern University's Medill School of Journalism, which has integrated marketing communications programs; Fairleigh Dickinson University, which has advanced studies in pharmaceutical marketing; and other schools that specialize in the graphic design area of healthcare communications.

"The scholarship foundation will be funded consistent with the longevity that we have with our clients," Mr. Cotherman says. "We are going to designate a \$500 investment for each year that a client has been with the agency. We have a number of long-term clients, most notably the dermatology business from Bristol-Myers Squibb Co., formerly Westwood, which has been a client for 40 years. We will be making a \$20,000 contribution in the name of Bristol-Myers Squibb to the foundation. We will be doing this for all of our clients, including Alcon Laboratories, which we have been associated with for more than 20 years, and Merck & Co. for 10 years.

"This also is a way for us to recognize our clients, the loyalty they have shown to us, and the longevity that we enjoy with so many of our client relationships," Mr. Cotherman says.

According to Mr. Cotherman, the scholarship also comes with paid internships at the agency, "This gives people not only the opportunity to advance their education, but also to get real world experience."

The disbursement of the funds will be governed by the executive director and a board of the directors of the nonprofit organization. The executive director, who will be named March 8, coinciding with Corbett's 40th anniversary celebration, is an elected position. Currently, the board of directors consists of Mr.

Corbett, Mr. Cotherman, and Jack Fisher. Mr. Fisher, who is officially retired from the agency, had been president of Corbett for about 17 years.

The agency was founded by Mr. Corbett, who is now 84 years old, in the fall of 1961. He led the agency up until the time he brought Mr. Fisher on in 1978. Mr. Fisher became president in 1980. Mr. Corbett continued as chairman and vice chairman.

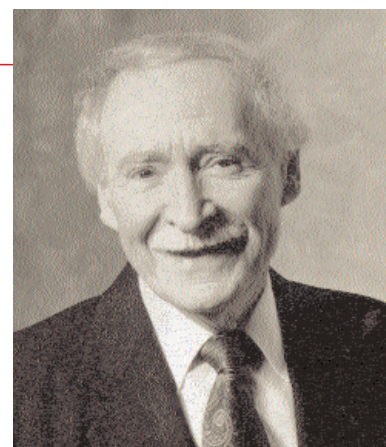
"At that time Jack had been given the leadership opportunity and really led the agency from 1980 to 1997, when he made me president," Mr. Cotherman says.

Although Mr. Corbett has no official responsibilities at the agency, he remains a constant presence, much to the delight of Corbett employees. "He's been a terrific mentor to many of us," Mr. Cotherman says. "Frank comes into the agency everyday and spends time with our people — he's a terrific asset to have. He is one of the last true gentlemen associated with this industry — a class act. He is highly respected and very passionate about creativity and science. He's a pharmacist by training. Frank has an extremely healthy respect for people, their talents, and how to nurture that talent. He is beyond reproach in how he approaches people in business. And that is something that has been passed on through time to all of us who have 'grown up' at the agency."

"I've done a great many things personally and professionally," Mr. Corbett says. "I've accomplished most of the goals I wanted to accomplish. I've climbed the mountains that I wanted to climb. I think most retirees fade away because they no longer have mountains to climb. I'm one of the fortunate ones. Mountains are the life choices each of us must make. Life's too short not to have mountains to climb."

The core principles of the agency today remain very much the same as when they were instituted by Mr. Corbett 40 years ago. "Advertising is relatively simple when you think of it," Mr. Corbett says. "It is knowing your product, what it will do, what advantages over similar products it has, and who the target audience is. If you know these things, you should be able to develop good advertising. A creative person's job is to attract attention. Good advertising should never be complex."

Today, Corbett Healthcare includes two full-service advertising agencies (Corbett Worldwide Healthcare Communications and DDB Corbett Worldwide Healthcare Communications, which is a joint venture with consumer affiliate agency DDB Chicago), a medical education and scientific marketing company (Pragmaton), a clinical-trial, patient-recruitment, and retention company (Patient Quest), a media-planning and placement company (HMC Media Group), and a digital media and electronic production operation (Vis-U-Com).



FRANK CORBETT

Passion for creativity

Passion for science

A class act

A true gentleman

A mentor