

Sudler & Hennessey Acquires Leading Med Ed Communications Company
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'With medical education even more critical now than ever before, it's important for Sudler & Hennessey to stay at the forefront of our industry in meeting the ever-changing medical information needs of both healthcare professionals and health-conscious consumers,' said Jed Beitler, Worldwide Chairman and CEO of Sudler & Hennessey. 'CMD brings additional insights and experience to the medical education capabilities within the S&H network. We're glad they're now part of our family.'

A full-service communications agency, CMD utilizes a variety of media to report cutting-edge science to a wide audience of healthcare professionals and patients—live educational symposia, print, and digital technology. 'In the final analysis, we have one product—information,' explained Daniel Salomone, President and founder of CMD. 'And now with the vast resources of S&H at our disposal, we can better serve our clients by delivering accurate, timely medical information to our target audiences.'

CMD has produced educational programs on the latest scientific and medical developments for major pharmaceutical companies, universities, foundations and medical associations. Recently, CMD created Academic Alliances in Medical Education (AAME) a unique company whose mission is to build alliances between the healthcare industry and universities, medical associations and independent foundations by developing CME programs for physicians, nurse practitioners, physician assistants, nurses and pharmacists.

Since its formation in 1990, CMD has been a leader in the medical communications industry. Its experienced management team has proven itself year after year with a consistent record of revenue and earnings growth. Although now part of S&H, all senior management of CMD will remain in their current positions and will continue to operate from its headquarters at 1250 Broadway, NY, NY.