

# Havas Consolidates All Health Agencies, Murphy Leads New Entity

By Steve McClellan  
March 9, 2017

---



Murphy

Havas is consolidating its health care-related agencies around the world into a single network called Havas Health & You, the holding company confirmed Thursday. The new entity will be overseen by Havas Health veteran Donna Murphy as CEO.

The move is designed to better position the company to drive growth within the estimated \$3.7 trillion wellness market.

Specifically the consolidation will bring together the firm's health-related B2B specialist shops that are part of Havas Health (Havas Life, Health4Brands (H4B), Havas Lynx and Havas Life PR), with the consumer health businesses and

practices housed within individual agencies that are part of the Havas Creative Group. The move reorganizes some 4,000 staffers around the world under the Havas Health & You umbrella.

Murphy, previously CEO of Havas Health, is based in New York and will continue to report to Yannick Bolloré, CEO, Havas Group. With her promotion, Murphy also joins the holding company's executive committee.

"It has been my vision for many years to expand our scope from merely 'health' to the growing realm of 'health and wellness, of healthy lifestyles,'" stated Murphy. "Our new broader remit, a next generation humanistic name and mission will enable us to deliver even more fully on our promise to clients to execute end-to-end marketing programs with paid, earned and owned media solutions to create even more opportunities for them."

Added Bolloré: "This newly named coalition takes the 'Together' strategy we launched in 2013 to the next level. Havas Health & You will be truly 'Together' in the best sense, converged and working without regard to borders or any antiquated marketing distinctions to serve the pharmaceutical and life sciences brands and products we have always served as well as companies that are in the business of nurturing and healing."