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Chandler Chicco Companies announces the launch of Ingenda Communications, a European business unit specialising in identity driven communications

London, 25 March 2010 – Chandler Chicco Companies (CCC), the global healthcare communications network of inVentiv Health (NASDAQ: VTIV), today announced the launch of a new European business unit, Ingenda Communications, a healthcare communications consultancy specialising in identity driven communications within the healthcare environment.

Ingenda Communications will focus on segmenting and dimensionalising healthcare audiences, providing in-depth insights in to their identities, motivations, behaviours and roles and developing highly targeted communications programmes in an environment of rapid social change and patient empowerment, driven largely by the growth of sociodigital communication channels.

“At no time in history have patients had greater access to information about their health”, said European Managing Director of CCC, Fiona Hall. “This is the era of the individual and individual choice in healthcare. Communicating in a voice and manner that truly resonates is crucial.”

CCC has confirmed the appointment of Kelly Teasdale as Managing Director of Ingenda Communications. Kelly is an experienced healthcare communications professional with previously held positions at Chandler Chicco Companies Europe and Ingenda sister agencies, Chandler Chicco Agency and Brandtectonics Access. She will lead a multidisciplinary team of communications professionals, cultural, behavioural and psychological planners working across all areas of healthcare communications.

“The dynamics between gender and healthcare offer a perfect example of the importance of identity intelligence within communications”, said Kelly. “The growing influence of women on healthcare and the proven differences in how men and women process and respond to information are well documented. To be able to apply that kind of intelligence to CCC’s heritage in healthcare communications is really very exciting and already delivering great results for our clients”.

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Editor's Notes

About Ingenda Communications

Ingenda Communications is a healthcare communications consultancy specialising in identity driven communications.

About Chandler Chicco Companies

Chandler Chicco Companies is a network of global companies representing best-in-class capabilities in healthcare communications across public relations, marketing and branding, graphic design, media and production, and research and measurement.

Chandler Chicco Companies include: Chandler Chicco Agency, Biosector 2, Litmus, Determinus, 'nition, Allidura Consumer, Brandtectonics Access, Brandtectonics ID, Chandler Chicco Productions and Ingenda Communications.

Chandler Chicco Companies has wholly-owned offices in London, Los Angeles, Paris, New York and Washington, D.C, as well as partially owned offices in Germany and has recently been named both 'Specialist Agency of the Decade' and 'European Healthcare Consultancy of the Year' by *The Holmes Report*. The company also made *The Sunday Times* '100 Best Small Companies to Work For' list in 2010.

CCC has a global affiliate healthcare network of over 20 national companies operating across 37 markets. For more information, visit www.chandlerchiccocompanies.com

About inVentiv Health

inVentiv Health, Inc. (NASDAQ: VTIV) is an insights-driven global healthcare leader that provides dynamic solutions to deliver customer and patient success.

inVentiv delivers its customized clinical, sales, marketing and communications solutions through its four core business segments: inVentiv Clinical, inVentiv Communications, inVentiv Commercial, and inVentiv Patient Outcomes. inVentiv Health's client roster is comprised of more than 350 leading pharmaceutical, biotech, life sciences and healthcare payor companies, including all top 20 global pharmaceutical manufacturers. For more information, visit www.inventivhealth.com

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks that may cause inVentiv Health's performance to differ materially. Such risks include, without limitation: changes in trends in the pharmaceutical industry or in pharmaceutical outsourcing; our ability to compete successfully with other services in the market; our ability to maintain large client contracts or to enter into new contracts; and, our ability to operate successfully in new lines of business. Readers of this press release are referred to documents filed from time to time by inVentiv Health, Inc. with the Securities and Exchange Commission for further discussion of these and other factors.