

# THE JUICY DETAILS

## SPMISSION

People deserve to know there are differences in healthcare providers – differences that can save lives. We create ethical communications that help people understand these differences.

## JUST THE FACTS

Type of Organization: Corporation  
Ownership: Privately owned  
Location: La Grange, IL (Chicago area)  
Employees: 50  
Current Clients: 27 across the U.S.  
Founded: 1983  
Longest Client Tenure: 16 years  
Office Ghost Sightings: 33  
Daily Starbucks Runs: 14

## OUR EXPERTISE

Creativity in every discipline is what you can expect at SPM, including deeply thought through strategies, memorable creative executions, and the ability to adjust to ever changing market conditions.

- Brand strategy and consulting
- Account management and client services
- Creative services
- Content marketing
- Brand architecture and design
- Digital design and services
- Media planning, buying and analysis
- Print, video and audio production
- Consumer insights and research
- Public and media relations
- Tomato recipes



## WHY SPM

As one of the nation's leading healthcare marketing agencies, we've worked with more than 250 healthcare organizations in 40 states. So we've seen it all. We have the experience to solve even your most complex issues. Our account, creative, media, and research teams have an insanely successful track record for making marketing dollars go further and delivering results.

## MAXIMIZING MEDIA

SPM takes media to the next level by studying consumer behavior to strategically reach people when they are most receptive to healthcare advertising. We plan and buy every media and use data to optimize performance.

- Broadcast
- Out of home
- Print
- Digital/mobile
- Social
- Search
- Content marketing

## OUR SECRET WEAPON

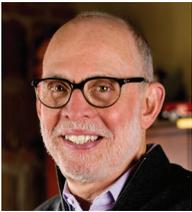
*The SPM<sup>SM</sup> American Health & Life Study* is the only survey of its kind in the industry to profile how consumer life choices and behaviors influence healthcare decisions. We also conduct various qualitative and quantitative research.

# THE **BIG** TOMATOES



**PATTI WINEGAR, MANAGING PARTNER**

As SPM's "brand guru," Patti is a key player in all client strategy development, helping clients understand consumer behavior and seize growth opportunities. Prior to SPM, Patti spent over 20 years at DDB and Leo Burnett, two of the world's largest consumer communications agencies, leading State Farm Insurance and Unilever to new heights. Her extensive branding experience is invaluable to clients looking to revitalize, strengthen, or crystallize their brand.



**LARRY MARGOLIS, MANAGING PARTNER**

Larry began his career in healthcare 40 years ago as an assistant administrator for a county health system in northeastern Ohio. In the years prior to SPM, he was a principal with a healthcare consulting firm developing strategic plans. Larry is our go-to source for branding strategies, image campaigns, product line advertising, physician referral planning, and internal communications. He is also the 2016 President of the Society for Healthcare Strategy and Market Development (SHSMD).



**DAN MIERS, CHIEF STRATEGY OFFICER**

Dan anticipates "what's next" in our complex industry and keeps SPM on the leading edge of healthcare policy and strategy. After finishing his post-graduate fellowship at Rush University Medical Center, he spent seven years at Northwestern Memorial Hospital in business development. Dan is also a frequent lecturer at healthcare marketing conferences and an active member of the Society for Healthcare Strategy and Market Development (SHSMD).



**JIM LARMON, EXECUTIVE CREATIVE DIRECTOR**

Channeling his passion for groundbreaking advertising, Jim leads the SPM creative team, inspiring them to explore new horizons while assuring strategies remain on track. In his 20+ year career, Jim has worked at top agencies including Cavalry, DDB Chicago, and Ogilvy & Mather, creating campaigns for iconic brands like Coors Light, Capital One, Fox Sports, and Discovery Channel. His work has appeared on high-visibility programs including the Super Bowl and the Academy Awards.



**SHANNON CURRAN, SVP GROUP ACCOUNT DIRECTOR**

Shannon partners with clients to develop strategies that drive growth and profit. She takes a solutions-focused approach to problem solving, challenges conventional thinking, and brings energy into everything she encounters. Shannon also has the unique ability to approach business challenges from many different angles to find the best solution. In her past, she worked for GE Healthcare where she gained invaluable insight from the flip side of the industry.



**BILL TOURLAS, SVP INNOVATION & ENGAGEMENT**

With nearly 30 years of experience, Bill brings a level of thinking and collaboration that enables creativity to thrive. He specializes in crafting unique interactions across traditional and new media channels to improve the brand experience, as well as drive deeper engagement and business results. In the past, Bill worked for well-known agencies such as FCB, J. Walter Thompson, and Havas, building leading brands such as Blue Cross Blue Shield Association, HIMSS, Sprint, Western Union, and Kraft.

