

Pharma **VOICE**

THE FORUM FOR THE INDUSTRY EXECUTIVE

100

of the Most
Inspiring People

Inaugural

RED JACKET AWARD



Bob CHANDLER

Patient Empowerment Pioneer

When it comes to empowering patients and patient-centric medicine, Bob Chandler is well-ahead of his time.

For PR executives who are relatively new to the profession, it's hard to step back 30 years and grasp how much the field has changed. Many important campaigns in the 1980s and 1990s showed little direct involvement with patients. But Mr. Chandler knew the industry could do better, and needed to.

Long before the Internet or talk of patient-centric medicine, Mr. Chandler envisioned the possibilities of the "activated patient," and the power he believed would be released by giving patients a voice in their own treatment.

Mr. Chandler's life-long mission to improve communications among patients, physicians, insurers, and product providers was sparked by his experiences as an administrator at Methodist Hospital in Brooklyn in the late 1970s, where he witnessed patients suffering in different stages of cancer, looking at the difficult decisions ahead, and confronting possible outcomes with limited ongoing encouragement from the professional staff.

This experience set the stage for Mr. Chandler's most innovative campaigns, first at Burson-Marsteller, and then at the agency he

DRIVEN TO INNOVATE BY DELIVERY

started with Gianfranco Chicco in 1995, Chandler Chicco.

Mr. Chandler understood that by arming patients with knowledge about their diseases and treatment options, the healthcare industry could produce better clinical outcomes.

He created a corporate positioning campaign to introduce Bayer Pharma to the North American market, which was one of the first educational programs designed to improve communications between physicians and patients using active listening techniques. Initially, the curriculum doubled as a vehicle to bring sales reps together with physicians. However, the training and communications aspects were so effective, that insurers started offering discounts on malpractice coverage to physicians who participated in the program.

Eventually, the curriculum was spun off as a nonprofit, the Institute for Healthcare Communication.

Today, the institute continues to create interactive educational materials and training modules for hospitals, charitable foundations, and healthcare researchers.

Long before the mass media trumpeted the potential of big data in healthcare, Mr. Chandler realized that patient records, health trends, and clinical trial results were not the only data troves that healthcare stakeholders would try to mine. A PR agency's own clients would eventually start requesting evidence-based views of a campaign's impact. This insight led to the 2003 creation of Determinus, the research arm of Chandler Chicco, which today helps clients create customized score cards and other tools to measure engagement of target audiences.

Mr. Chandler has set the gold standard for an employee-friendly company. When he and cofounder Mr. Chicco launched their new agency, there were just five people on staff, and it was easy for him to jettison conventions such as executive titles and walled offices with engraved nameplates.

What is more remarkable has been Mr. Chandler's ability to sustain the original intent — a flat organization with an empowered workforce — for more than two decades as the company grew from five to 400 staff and expanded from New York to Washington, D.C.,

DRIVEN. RISK-TAKER.



Throughout his career, Bob Chandler has been motivated by getting the right message to the right audience at the most opportune moment.

Los Angeles, London, and Paris. As Chandler Chicco expanded, Mr. Chandler built out his template for a new breed of PR agency where each employee could initiate projects, use judgment, and work creatively. His motto of

the freedom to see and the power to do remains true to this day.

When inVentiv Health acquired Chandler Chicco in 2007, Mr. Chandler applied his vision on a larger stage as inVentiv's senior VP of marketing and communications.

Diagnosing the difficulties in getting commercial, clinical, and research communities around the world to talk clearly to one another and to patients, Mr. Chandler led the integration of the parent company's disparate advertising, public relations, public policy, medical communications, media, and digital services, fostering collaboration, and innovation under a "Done As One" operating philosophy.

Despite all his achievements, Mr. Chandler has always been a truly humble leader. In an age when even high school students are encouraged to become "brands" on social media and to assert themselves as influencers, it's rare to encounter a media industry pioneer who likes to work almost entirely behind the scenes, promoting the talent he has gathered in his circle and basking in their reflected glow.

If you asked him, Mr. Chandler would decline credit for specific programs, deferring to the teams who produced the content. But the consensus at Chandler Chicco has always been that Mr. Chandler has inspired the most innovative and effective work by the trails he blazed, by his boundless imagination, and his passion for improving the lives of patients around the globe. **PV**

Getting to Know...

Robert L. Chandler

TITLE: President Emeritus

COMPANY: Chandler Chicco Companies

EDUCATION: MBA, Health Services Administration, Wagner College; M.S., Journalism, Ohio University; B.S., Journalism, Bowling Green State University

FAMILY: Wife, Pam; two daughters: Jillian, 11, and Morgan, 10; son, Brooks, 5

HOBBIES: Running, cars

BUCKET LIST: To race a Porsche Turbo at Nurburgring, Germany

AWARDS/HONORS: Global Healthcare Agency of the Year, 2012; Healthcare Agency of the Decade, 2000-2010; Agency of the Year, 2002 to 2009; Specialist Agency of the Year, 2006 and 2007; Creative Agency of the Year, 2006

ASSOCIATIONS: American College of Healthcare Executives; Public Relations Society of America; Sigma Delta Chi Foundation; Board member, Ranney School

SOCIAL MEDIA: [in](#) [f](#)