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Memorial Sloan Kettering
Cancer Center

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Memorial Sloan Kettering Appoints DigitasLBi as Digital

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information on cancer. The selection of DigitasLBi and Phase2 will build on the evolving digital needs of the hundreds of thousands of MSK's patients and caregivers — as well as healthcare providers, researchers, payers, and other organizations — to create a more meaningful experience and deeper engagement.

 "Our digital experience should be as outstanding and innovative as MSK's exceptional patient care, research, and education," said Avice Meehan, Senior Vice President and Chief Communications Officer. "It is our front door. Together with DigitasLBi and Phase2, our goal is to provide a dynamic digital presence specifically tailored to the needs of our diverse audiences and supported by flexible and newly evolving technologies."

DigitasLBi will lead digital strategy for Memorial Sloan Kettering, including the redesigns of mskcc.org and sloankettering.edu. The agency's Boston office will lead the work.

A top ten global agency, DigitasLBi works with some of the world's most renowned brands, including General Motors, Harley-Davidson, and Sprint, with recent new wins from Pitney Bowes and Puma. The agency also has long been dedicated to the fight against cancer and other major health issues: In the last year alone, it has led fund-raising efforts for the Joe Andruzzi Foundation, the American Heart Association, the Leukemia & Lymphoma Society, the Jimmy Fund, and countless others.

"We're thrilled to be partnering with one of the world's leading cancer centers," said Barbara Goose, President, DigitasLBi Boston and Detroit. "The work that Memorial Sloan Kettering does touches people's lives in extraordinary ways every day. Together we'll create a digital experience that brings their brand promise to life."

Phase2 will lead the development of new tools and functionalities for Memorial Sloan Kettering's work with Drupal, an open-source content management platform that powers its website.

"It is truly an honor to partner with Memorial Sloan Kettering, an institution whose mission we fervently admire and whose constant

innovations in cancer research and treatment make it a world leader in its field," said Jeff Walpole, Chief Executive Officer of Phase2. "This collaborative effort by Phase2, DigitasLBi, and Memorial Sloan Kettering is a very telling example of the way the open-source community can come together to enable organizations to tackle some of today's most urgent dilemmas through innovative technology. We could not be more excited to be a part of such a qualified team working on behalf of a vital organization."

Financial terms were not disclosed.

About DigitasLBi

DigitasLBi is a global marketing and technology agency that transforms businesses for the digital age. We help companies of all shapes and sizes decide *What's Next*… and then we take them there. Also a top ten global agency, DigitasLBi comprises 6,000 digital and technology experts across 40 offices in 25 countries worldwide.

DigitasLBi North America founded the DigitasLBi NewFront in 2008, a breakthrough program leading the industry conversation about the role digital content can play for marketers. In 2012, the agency successfully founded the Digital Content NewFronts to shape a new market space for original content at scale — an acknowledged competitor in the Upfront marketplace.

DigitasLBi is a member of Publicis Groupe [Euronext Paris Exchange – FR0000130577 – and part of the CAC 40 index], one of the world's leading communications groups. Present in 108 countries, the Groupe employs more than 62,000 professionals across a full range of services and skills (www.publicisgroupe.com).

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About Phase2

Founded in 2001, Phase2 is the next generation of digital technology agency, delivering integrated content management, collaboration solutions and interactive experiences. Phase2 works across many industries with well-known organizations such as the Department of Energy, Penn State University, Stanford University, Time Inc., NBCUniversal, Reuters, and the Robin Hood Foundation, among others. With headquarters in Washington, D.C., and offices in New York, San Francisco and Portland, Phase2 is a recognized leader using open source technologies to develop mission critical web properties.

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