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Saratoga communications firm Eversana Engage reports double-digit revenue growth in 2020

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A Saratoga Springs-based communications firm that collaborates with the life sciences industry grew again last year.

Eversana Engage said it had "double-digit" revenue growth in 2020.

"I'm very confident in that trajectory moving forward," said Eversana Engage general manager [Seth Gordon](#). "It's another really healthy growth target [in 2021], and I think we're off to a really good start."

The company rebranded in early 2020 from "The Patient Experience Project, an Eversana agency" to be closer to its parent company, Eversana, which offers a variety of commercial services to the life sciences industry.

The Saratoga Springs company was sold along with several other agencies to health care investor Water Street Healthcare Partners of Chicago and New York private equity firm JLL Partners in 2018. Those investors created the Milwaukee-based Eversana, which includes Eversana Engage.

Eversana Engage had \$43.1 million in revenue in 2019, according to [trade publication Medical Marketing and Media](#), in which Eversana



EVERSANA ENGAGE

Seth Gordon is Eversana Engage general manager.

Engage was named among the top 100 agencies.

Last year, the company led 14 launch communications campaigns.

"To work on more than 10 launches in a year is a big deal," Gordon said.

Eversana Engage's clients range from Fortune 100 pharmaceutical companies to smaller biotech firms.

A client for the communications firm might be a pharmaceutical company with a new drug that treats a rare condition. When the company is getting ready to put the drug on the market, it contracts Eversana Engage to create materials such as websites and educational resources for patients.

Gordon attributed the growth to Eversana Engage's communication services as part of the whole parent company's larger portfolio of services. "If you're the client, it enables us to provide seamless one-stop shopping."

Eversana Engage now has more than 50 employees in Saratoga. Between all three of its offices, which includes locations in New Jersey and Chicago, the company has nearly 180 employees, about 10 more than it had at this time last year. The company will likely hire additional employees along with growth, Gordon said.

The employees have been working remotely since the pandemic began. Meanwhile, the firm has taken up a search for new office space in Saratoga. Gordon said he's reconsidering how the new office space will be used based on the potential for changes to long-standing remote work practices.

Justin Dawes

Reporter

Albany Business Review



