

CATEGORIES

Aesthetics Cardiology Dental Dermatology Device Diabetes DIAGNOSTICS Fertility
 Gastroenterology Genomics Gerontology HEALTHCARE Health Systems HMOs Hospitals
 LIFESCIENCE Managed Markets MEDICAL DEVICE Nutraceuticals Oncology Ophthalmology
 Orthopedics Pain Management PHARMA PRACTICE BUILDING Urology Women's Health

PHARMA

Allergan/ Pacific Communications	Launch* & Support Writer	ACULAR LS, ALPHAGAN, ALPHAGAN P COMBIGAN*, LASTACRAFT, LUMIGAN, OCUFLOX, ZYMAR*, ZYMAXID (Ophthalmics) BOTOX Cosmetic & Therapeutic (Hyperhidrosis, Cervical Dystonia, Chronic Migraine) JUVÉDERM, LATISSE*, M.D. FORTÉ, PREVAGE MD, VIVITÉ, (Medical Aesthetics) SANCTURA XR (Overactive Bladder) Qutenza Patch (Neuropathic Pain Management)
Amylin	Support Writer : Web	SYMLIN –Adjunctive Diabetes Treatment
Cephalon Oncology	Support Writer : Web	Treanda – CLL, Fentora – Breakthrough Pain
Élan Pharmaceuticals	Supported Launch	PRIALT – Intrathecal Infusion for Severe, Chronic Pain
Genentech	Supported Launch	Herceptin – Breast Cancer
Ista Pharmaceuticals	Launch* & Support Writer	Xibrom*, Istalol, Vitrase - Ophthalmics
Ligand Pharmaceuticals	Support Writer	ONTAK, Targretin Caps & Gel – Lymphoma
Novalar Pharmaceuticals	Launch Writer	OraVerse – Dental Anesthesia Reverser
Novartis	Support Writer: Web	Femara – Breast Cancer Drug Tecturna, Exforge, Diovan – Hypertension
Ortho-McNeil Neurologics	Support Writer: Web	Topamax - Migraine
Pharmacia & UpJohn	Lead Writer	Healon 5, Healon GV, Xalatan Ophthalmics
SkinMedica	Launch Writer	VANIQA, Rx Cream to Reduce Female Facial Hair
Stiefel Laboratories	Support Writer	EXTINA, RX Foam - Seborrheic Dermatitis
TEOXANE	Writer	TEOXANE, Dermal Filler – Medical Aesthetics

DEVICE

Advanced Medical Optics	Lead Strategist & Writer	ReZoom Multifocal IOLs (Gary Player Campaign)
Allergan	Support Writer	Lap-Band, Natrelle Implants

LYDIA DOBBS

Depth and breadth :: pharma, device, life science and healthcare

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Artes Medical	Launch Strategist & Writer	ArteFill – Permanent Aesthetic Injectable
Bausch & Lomb	Support Writer	Akreos Toric Intraocular Lens
Baxter Healthcare	Strategist & Writer	Aquarius Systems (Renal)
DentalView	Launch Writer	DV2 Perioscopy System – The 1 st dental endoscope
DexCom	Support Writer	Seven – Continuous Glucose Monitoring
DJO Global	Support Writer	Across all orthopedic device product lines
EyeTel Imaging	Launch Writer	DigiScope –Risk Assessment Device for Diabetic Retinopathy
Gynacare	Support Writer	Intrauterine Surgical Device
Medtronic	Support Writer	Mini Med Paradigm Real Time Insulin Pump & CGM
Pharmacia & UpJohn (Eye Care)	Launch Writer	CEEON IOLs
Sanarus	Support Writer	Breast Biopsy Device
Siemens Medical	Support Writer	Imaging Division
Syneron Candella	Support Writer	PicoWay, Medical Aesthetic Laser
3M Unitek	Launch Writer	LAVA Chairside Oral Scanner
Trylon Corporation	Supported Launches	PapSure: Cervical Cancer Diagnostic, OralView: Oral Cancer Diagnostic
Versus Pharmaceuticals	Support Writer	Twinject – Epinephrine Autoinjector
Xenex	Web Writer	Germ Zapping Robots
Other		
Illumina	Lead Writer / Creative Manager	Numerous launches & campaigns
Aperio ePathology	Strategy & Launch Writer	Digital Pathology Solutions
Galderma	Support Writer	Cetaphil – Skin Care Products
Kaiser Permanente	Writer	Senior Advantage HMO
MemorialCare Hospitals & Health Systems	Hybridge Creative Team	Comprehensive Marketing Campaigns
Pomona Valley Hospital	Hybridge Creative Team	Comprehensive, Award-Winning Marketing Campaigns
Quest Diagnostics	Writer /Editor	Gastroenterology / Urology Physician Manual
Fairfax Egg Bank	Web Writer	Fertility

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Working Incognito :: Agency Roster

Access Group BLVD West Carling Communications DevicePharm Edgworks Group

Fusion Gage Marketing Ignite Health Locus Media Maricich Healthcare Communications

MedAccess Medergy 1Health Pacific Communications ParkerWhite Parsons Marketing

Scout Marketing Six Degrees Stratamed Tailfin