



## Jonathan Kay joins Penn, Schoen & Berland Associates as Vice President of Healthcare Practice

**Washington, D.C., September 8, 2009** – Penn, Schoen & Berland Associates has appointed Jonathan Kay as Vice President of its Healthcare Practice, the firm announced today. Kay will advise a variety of health care clients on market research, branding, and communications while building the firm's Healthcare Practice from Washington, D.C.

Kay comes to PSB from Kantar Health (formerly TNS Healthcare), where he was Head of Brand Management. Before Kantar acquired TNS, Kay held a series of senior roles in units within TNS Healthcare; before that, he was President and co-founder of Jstreetdata.com, an innovator in online medical market research. At PSB, he'll work with Senior Vice President William Mann.

"Jon has long been a leader in healthcare market research and communications," said Mann "With his deep healthcare experience combined with PSB's relentless focus on delivering winning insights, we are more confident than ever in the advice we can bring clients."

"I'm very excited to join this skilled and dynamic team," said Kay. "With the nation's attention focused on the healthcare system, companies competing in the space need ever-more sophisticated communications consultation. As such, I'm looking forward to working with PSB's Healthcare Practice to provide cutting-edge advice to its current and future clients."

Kay holds a bachelor's degree from Cornell University and a Master of Public Policy from Harvard University's Kennedy School of Government. He has consulted to executives in the life sciences industry –in the US and globally – to maximize the success of novel therapeutics as well as generics.

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### **About Penn, Schoen & Berland Associates**

Penn, Schoen & Berland Associates, a unit of the WPP group (NASDAQ = WPPGY) is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients. We have over 30 years of experience in leveraging unique insights about consumer opinion to provide clients with a competitive advantage - what we call Winning Knowledge™. PSB executes polling and message testing services for Fortune 100 corporations and has helped elect more than 30 presidents and prime ministers around the world. More information is available at [www.psbresearch.com](http://www.psbresearch.com).