



[Word of Mouth Marketing Agency Celebrates 5 Years Partnering with the Life Science Industry](#)

Boston-based word of mouth marketing company, HealthTalker, today celebrates its five-year anniversary providing consumer-to-consumer marketing solutions in the prescription drug space.

Online PR News â€“ 19-February-2012 â€“ HealthTalker, a word of mouth marketing company focused on the life sciences industry, celebrates its five-year anniversary today.

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HealthTalker has remained focused on its original vision of providing consumer-to-consumer word of mouth marketing solutions in the prescription drug space based on the premise that life science companies can do more to shape the conversations that people have, and learn from them over time.

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Ive learned so much over the first five years in this business, and am really excited about what the future holds for us, for our clients, and for the consumers who participate in the movements we create.

Andrew Levitt, Founder and CEO of HealthTalker, hatched the idea five years ago and wrote the business plan at his dining room table. After fine-tuning his concept, he bought the URL HealthTalker.com for \$35 and began his entrepreneurial journey as a solo venture. Over the last five years, he has grown the business into a full service agency with a dozen employees. HealthTalker now operates out of a four thousand square foot loft space in the industrial section of West Newton, MA.

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"I'm humbled to have reached this milestone yet very proud to have created a unique service offering in this highly competitive space, Levitt said. Ive learned so much over the first five years in this business, and am really excited about what the future holds for us, for our clients, and for the consumers who participate in the movements we create."

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Levitt believes there is great value for life science companies to engage a group of consumers, educate them, and empower them to spread the word to others based on the fact that word of mouth marketing is the most trusted form of advertising. The HealthTalker model serves as a compliment to the traditional direct-to-consumer advertising model, applying a human dynamic to the way information is communicated, based on trust and personal experience.

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Bob Harrell, Director of Integrated Marketing at Shire Pharmaceuticals commented: " I was HealthTalkers first client several years ago and think it's great that they've been able to continue to push through the challenges of our industry, and create an innovative model with word of mouth in pharma. I am very pleased to see their continued success."

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Since its inception, HealthTalker has created more than a dozen custom programs for pharmaceutical clients and has engaged thousands of consumers known as 'HealthTalkers.' These consumer participants are not compensated for their involvement. They simply wish to be a part of something larger than themselves and make a difference in the lives of others by sharing their own personal experiences.

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For more information about HealthTalker, or to read their blog Small Talk, visit HealthTalker.com.

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