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Quattro Establishes Healthcare Marketing Business Unit, Acquires fwd direct

Philadelphia-area agency continues strong growth,
has added 30 employees in past 12 months

BERWYN, PA (Feb. 24, 2015) – Marketing and advertising agency Quattro announced it has established a new business unit, Quattro Healthcare Marketing, with the acquisition of Downingtown-based fwd direct. Tom Pitcherella has been named Managing Director of Quattro Healthcare Marketing. He was a co-founder and managing partner of fwd direct.

“This was a strategic initiative for Quattro and will enable our agency to better serve a market important to us – the individual and group healthcare industry,” said Dan Boerger, Quattro managing director and co-founder. “When we decided to expand our reach, we knew Tom and his expertise in healthcare were a natural fit. He has consistently been able to generate top performing programs that deliver extremely cost-effective results.”

Quattro Healthcare Marketing offers healthcare providers integrated digital and traditional media marketing solutions so they may better serve the industry and the individual. Quattro Healthcare Marketing clients include Blue Cross and Blue Shield of Nebraska, Arkansas Blue Cross and Blue Shield, Capital BlueCross, Banfield Pet Hospital, Transamerica, Community Health Alliance, and MD iPass.

“Simply put, Quattro Healthcare Marketing will help healthcare companies build their business by helping them acquire and retain customers,” said Boerger. “As one-to-one marketers, we operate across multiple channels including direct mail, print, television, outdoor and digital, as well as social and content marketing.”

Five fwd direct employees joined Pitcherella at Quattro Healthcare Marketing, adding to Quattro’s explosive growth in 2014.

Led by founders Dan Boerger, Tom McNamara and Scott Cohen, Quattro represents leading brands including Comcast, US Bank, New Penn Financial, and ditech.

About Quattro

Founded in 2004 in Berwyn, Pa., Quattro is a multichannel marketing and advertising agency that serves a diverse global client base. Their creative and accountable strategic marketing solutions includes Direct Marketing, Strategic Marketing Consultation, Creative, Print Production Management, Online Marketing, Digital Solutions, Broadcast and Video, Lists and Data, Media, Print Advertising, Results Analysis, and Program Management. For more information: www.quattrodirect.com.

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