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**Cooney/Waters and Russo Partners  
Launch Clearpath Health Communications**

***Integrated Communications Service Provides Healthcare Companies with Support  
Throughout Their Business and Product Lifecycles***

**NEW YORK, Nov. 12, 2013** – Cooney/Waters and Russo Partners today announced the launch of Clearpath Health Communications, an integrated service that provides healthcare companies with seamless communications support throughout the lifecycles of businesses and products – from early development to commercialization.

Clearpath pairs the corporate and financial communications expertise of Russo Partners with the strategic marketing capabilities of Cooney/Waters to help small to mid-sized companies reach and influence their target audiences as they move through each lifecycle stage. Clearpath’s counselors are scientists, physicians, marketers and former journalists who excel at the translation of complex science and medical issues into understandable, compelling stories with effective campaigns that are focused and scalable based on the client need.

Tony Russo, CEO and founder of Russo Partners (link [www.russopartnersllc.com](http://www.russopartnersllc.com)), said, “As we work with our clients to help them navigate today’s complex environment and resource constraints, they have increasingly told us they need one highly knowledgeable and skilled communications partner to guide them through the entire process. Clearpath enables us to add value through a holistic approach as our clients move from early stage development through commercialization of their products and services.”

Tim Bird, President/COO of Cooney/Waters (link [www.cooneywaters.com](http://www.cooneywaters.com)), added, “Both Russo Partners and Cooney/Waters are passionate about scientific innovation, breakthrough medicines and technologies. Clearpath allows us to work with clients as one integrated team powered by decades of healthcare investor relations, public relations and marketing experience.”

Clearpath offers an unparalleled scope of corporate communications, investor relations, strategic marketing and communications solutions, advocacy relations and issue-oriented communications to healthcare companies. Clients of Clearpath collaborators include pharmaceutical, biopharma, medtech, diagnostics, healthcare IT and healthcare services companies.

More information about Clearpath Health Communications and the offering can be found here: [www.clearpathhealthcommunications.com](http://www.clearpathhealthcommunications.com)

### **About Russo Partners**

Since 1988, Russo Partners, formerly Noonan/Russo Communications, has provided public relations and corporate communications services to emerging healthcare companies worldwide. The agency's staff is comprised of senior executives with extensive backgrounds in science, medicine, finance and communications. Visit [www.russopartnersllc.com](http://www.russopartnersllc.com) for more information.

### **About Cooney/Waters Group**

Cooney/Waters ([www.cooneywaters.com](http://www.cooneywaters.com)) is a mid-sized strategic communications company that has been exclusively focused on healthcare for more than 20 years. Cooney/Waters provides the full range of public relations and public affairs services to healthcare, pharmaceutical and biotechnology enterprises in the non-profit, government, academic and industrial sectors throughout the world. Cooney/Waters is a sister company within the CWG ([www.cooneywatersgroup.com](http://www.cooneywatersgroup.com)) family of US companies that also includes Alembic Health Communications ([www.alembichealth.com](http://www.alembichealth.com)) and The Corkery Group ([www.corkerygroup.com](http://www.corkerygroup.com)). CWG is part of the Creston Group ([www.creston.com](http://www.creston.com)) of marketing service companies.

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