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FOR IMMEDIATE RELEASE

Point of Care Is Evolving — InStep Health® Is Building the Team to Lead What Comes Next

Industry veterans Darrin O’Neill and Gregg Radzely join as SVP, Client Solutions, to help life sciences brands activate smarter engagement inside the clinical workflow.

Chicago, IL — March 23, 2026 — InStep Health, a leader in clinically integrated healthcare marketing and media solutions, today announced the appointment of two seasoned life sciences industry veterans, Darrin O’Neill and Gregg Radzely, as Senior Vice Presidents of Client Solutions.

Their addition underscores InStep Health’s continued investment in life sciences partnerships as the company expands its leadership position at the Point of Care, delivering innovative Integrated EHR™ engagement, Next Best Action strategies, and clinically contextual media solutions that connect brands with healthcare professionals and patients at the moments decisions are made.

Both executives join the company following Shaun Urban’s appointment as Chief Client Officer last fall. Combined, they bring decades of leadership experience working with pharmaceutical brands, healthcare agencies, and emerging healthcare technologies. Their arrival comes at a time of rapid growth and innovation for InStep Health, as the company continues to evolve the Point of Care beyond traditional media into a fully integrated, data-driven clinical engagement platform designed for the realities of modern healthcare marketing.

“Darrin and Gregg represent the very best of our industry—leaders who understand both brand strategy and digital innovation required to create meaningful impact for life sciences organizations,” said Urban. “As pharmaceutical companies increasingly seek solutions that connect brand strategy directly to the clinical workflow, InStep Health is uniquely positioned to deliver that value. Their leadership strengthens our ability to partner with life sciences companies and accelerate the next chapter of clinically integrated engagement.”

Darrin O’Neill joins InStep Health with a career deeply rooted in the evolution of healthcare engagement and the early foundations of Point of Care. A third-generation pharmaceutical and healthcare services leader, he began his career as a sales representative at Glaxo, where he transformed one of the company’s lowest-performing territories into a top-ranked region within just 18 months. After witnessing firsthand the value of reaching healthcare professionals at the Point of Care, he joined Triple i Prescription Pads, one of the earliest Point of Care companies.

O’Neill later co-founded inhealth, the predecessor to Healthgrades, where he led the sales organization and helped grow the business from pre-revenue to \$150 million in revenue. Throughout his career, he has developed deep relationships with pharmaceutical brand teams and agencies while building a strong track record selling Point of Care, HCP, and DTC solutions.

“Point of Care has always been about connecting brands to the real clinical moment,” said Darrin O’Neill. “What makes InStep Health so exciting is the evolution happening right now—moving beyond traditional media into the EHR workflow itself, where clinically relevant signals can activate truly meaningful engagement. I’m thrilled to join a team that is pushing the industry forward.”

Gregg Radzely brings more than 25 years of experience across the life sciences and healthcare ecosystem, with leadership roles spanning Johnson & Johnson, Omnicom, Group DCA, EVERIANA Intouch, Manifest, and Uniphar. Throughout his career, he has partnered with leading pharmaceutical, biotech, and health organizations to drive commercialization strategy, go-to-market execution, and enterprise growth.

His expertise spans complex therapeutic areas, including oncology, rare disease, and ophthalmology, where he has worked at the intersection of medical, marketing, clinical, and data solutions. Known as a net-new business builder and trusted strategic partner, Radzely has built a reputation for opening doors, developing executive-level relationships, and translating innovation into measurable business impact.

“InStep Health sits at the intersection of clinical data, provider workflow, and brand strategy,” said Gregg Radzely. “The industry is moving quickly toward smarter, more contextual engagement models, and the opportunity to help shape that future with the InStep Health team is incredibly exciting.”

The addition of Radzely and O’Neill comes as InStep Health continues to expand its platform of Integrated EHR™ solutions, Next Best Action orchestration via its Smart Sequences™ solution, and clinically contextual media programs, helping life sciences companies reach healthcare professionals and patients with the right information at the right moment in care. As demand grows for solutions that align brand messaging directly with real clinical signals, InStep Health is doubling down on its commitment to serving the life sciences industry through innovation, stronger partnerships, and measurable outcomes.

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About InStep Health

InStep Health helps life science and healthcare brands reach providers and patients during pivotal moments in the care journey. Our messaging and analytics platform connects provider EHR workflows, medical office consultations, and retail pharmacy visits, delivering timely and accurate content to the nation’s largest integrated healthcare communications network. By combining innovative media solutions with data-driven insights, InStep Health drives meaningful connections, elevates care, and achieves results that matter.

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