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InStep Health Names Shaun Urban Chief Client Officer to Ignite Digital Growth and Elevate Client Impact

Former Ogilvy CommonHealth leader and long-time pharma-services executive will bring deep industry experience, commercial leadership, and EHR expertise to drive client outcomes and revenue growth.

Chicago, IL, October 15, 2025 — InStep Health today announced the appointment of Shaun Urban as Chief Client Officer (CCO). Urban will lead Sales, Partnerships, and Revenue Operations with a focus to expand adoption of InStep Health's Integrated EHR and online Point of Care solutions, sharpen go-to-market execution, and deliver measurable growth for life sciences brands.

Urban brings a unique combination of leadership in tech-enabled services, EHR media and marketing, and agency operations. At The Inception Company, he drove 150% revenue growth in three years, leading to its acquisition by private equity. As President and Managing Partner at Ogilvy CommonHealth Worldwide, he expanded the agency's market access capabilities, accelerated growth in medical communications, and strengthened the commercial organization, nearly doubling new-business conversion across all marketing disciplines.

"InStep Health sits at the intersection of data, workflow, and patient care, where modern commercialization wins," said Shaun Urban, incoming CCO. "I'm focused on scaling Integrated EHR™ activations at the moment of care, advancing our Access Services programs, and partnering with agency and brand leaders to turn clinical context into clearer decisions, better engagement, and proven outcomes."

As CCO, Urban will focus on deepening and expanding existing client relationships, forging new partnerships with brands to broaden InStep Health's reach and impact across their clinically integrated messaging platform, and will help to diversify InStep Health's products and services working closely with the leadership team.

"Shaun brings the digital rigor and agency pedigree our clients expect, plus the operating discipline to scale what works," said Nathan Lucht, CEO of InStep Health. "He will help our teams execute faster, raise our bar for client outcomes, and unlock the next phase of durable revenue growth."

Most recently, Urban advised life sciences services companies and private equity sponsors on strategy, product evolution, go-to-market models, and M&A diligence, including work across EHR and Point of Care media, marketing communications, clinical training, and data and analytics.

Shaun is a graduate of the School of Pharmacy at Purdue University and resides in Basking Ridge, NJ with his family

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About InStep Health

[InStep Health](#) delivers quality health education, connected through online and offline experiences, to those making vital healthcare decisions at critical points in the care journey, from the provider's office to the pharmacy and everywhere in between. By pairing the power of offline and online media activations with the most advanced Connected Messaging Platform, healthcare marketers gain access to over 1 million healthcare professionals working in more than 140,000 medical offices nationwide.

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