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FOR IMMEDIATE RELEASE

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PharMethod, Inc announces the release of its newest podcast
“How to Execute Promotional Webcasts Effectively”

Trevose, PA, April 23 – PharMethod, Inc. announced today the release of its latest podcast titled “*How to Execute Promotional Webcasts Effectively*”. This podcast features PharMethod CEO David Kovalcik speaking on a live webcast event, recorded April 6th. It is geared towards helping pharmaceutical customers reach their targeted audience of health care professionals.

In this podcast, Mr. Kovalcik’s presentation is designed to educate listeners on strategies that directly impact audience uptake. The recorded discussion answers questions including:

How is webcasting defined?

What are the keys to a successful webcast?

How do you integrate this solution into promotional and educational programs?

The podcast “*How to Execute Promotional Webcasts Effectively*” is available for immediate download at the iTunes store or at social.pharmethod.com.

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PharMethod, Inc. is an innovative strategic solutions partner focused on helping clients gain access to their target markets through engagements of live and virtual events via compliant solution strategies.

