Improving HCP Recruitment

An Independent Comparison Study of Recruitment Service Providers for the Healthcare Sector
This report was prepared for PharmaLeaders, a news and resource community for life sciences industry professionals, by Collaborative Marketing Solutions, LLC, an independent organization that provides life sciences companies and vendors with a new approach to marketing, consulting and business development.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>4</td>
</tr>
<tr>
<td>Executive Summary</td>
<td>5</td>
</tr>
<tr>
<td>Scope</td>
<td>7</td>
</tr>
<tr>
<td>The Peer Group</td>
<td>8</td>
</tr>
<tr>
<td>PharMethod, Inc.</td>
<td>10</td>
</tr>
<tr>
<td>Cegedime Relationship Management</td>
<td>12</td>
</tr>
<tr>
<td>Advanced Health Media</td>
<td>14</td>
</tr>
<tr>
<td>MedPoint</td>
<td>16</td>
</tr>
<tr>
<td>Physician’s World</td>
<td>18</td>
</tr>
<tr>
<td>Sermo</td>
<td>20</td>
</tr>
<tr>
<td>Conclusion</td>
<td>22</td>
</tr>
</tbody>
</table>
INTRODUCTION

One of the biggest challenges facing the healthcare community today is finding ways to interact with targeted Health Care Providers (HCPs) in an environment that is rife with competition for the time and attention of prospective physicians, clinicians, and other relevant healthcare professionals. Gaining, and keeping, their notice is the critical first piece in the recruitment puzzle. With the passing of the Patient Protection & Affordable Care Act (PPACA) on March 23, 2010, approaching and interacting with the pharma audience will prove to be increasingly complex. Compliance and reporting issues are inherently tied to the issue of recruitment as companies seek to reach their target customers in ways that are efficient, cost-effective and within the guidelines set forth by the government.

Increased attendance by HCPs is essential to a successful marketing plan and reaching sales goals. In addition to the more traditional avenues for recruiting HCPs, forward-thinking pharma and healthcare companies are taking advantage of today’s advanced technologies and innovative platforms to bring their medicines and devices to the forefront. A group of Recruitment Service Providers has emerged to address the needs of the healthcare and life sciences sectors. This paper will explore the issues affecting attendance as they pertain to these types of companies. It will also compare and contrast the solutions offered and existing methodologies available for not only targeted identification of potential HCPs, but for successful recruiting (agreement to attend), diligent retention (actual attendance), and meticulous compliance reporting of required data after the fact.
EXECUTIVE SUMMARY

In recent years, the healthcare sector has seen a marked decline in attendance at both live and virtual events. Companies are seeking innovative ways to put their products and technologies in front of HCPs in the most effective manner, while maximizing every dollar spent to reach the appropriate decision-makers and to maintain compliance. The most common complaint among HCPs is lack of time within their own demanding schedules to participate in these events. Recruitment programs are finding it difficult to not only reach and recruit the right people, but to retain them for actual attendance.

According to Bill Taylor, President of PharMethod, Inc., there are three additional factors affecting the decline in attendance. In a podcast uploaded October 4, 2010, Taylor cited, “Smaller sales forces, market saturation in therapeutic categories, and regulatory limits on the types and manner of interactions with healthcare professionals...” as problematic areas for pharma marketing programs.

Content, Credibility & Convenience: Establishing a Track Record with HCPs

Customer confidence and loyalty are key to maintaining a strong base of interested, influential HCPs. Establishing this level of trust is accomplished by a three-fold approach which includes content, credibility, and convenience regardless of the mix and methods used to reach and inform the target audience.

The most obvious and perhaps sometimes overlooked aspect of gaining and increasing targeted HCP attendance is content, and the avenues in which this content is delivered. Today’s fast-paced world and cutting edge technologies create a barrage of messages clamoring for the attention of individuals on a minute-by-minute basis. Developing a well-packaged, concise, and truly useful message is paramount to guaranteeing maximum current attendance as well as garnering future commitment from the target market. Key decision makers are likely to influence and encourage others within their peer groups if they perceive the information being conveyed as valuable, relevant, and beneficial.

Working in tandem with well-crafted content, credibility is inherently necessary to ensuring retention of attendees. Expertly trained, high-level key opinion leaders (KOLs) add an important level of credibility and trust to a targeted message. These thought leaders are an influential and invaluable knowledge base within the healthcare industry. According to Scott Stoogenke, Vice President of Marketing for The Peer Group, “If you engage physicians in dialogue, they will influence each other, and that will drive results. Credibility among peers goes a long way toward making a lasting impression and fostering HCP acceptance and loyalty.”

Finally, convenience is critical to effectively delivering important product information and training to HCPs today. Ever increasing demands on their time and intense
competition from other products/companies using similar approaches provide compelling reasons to be sensitive to HCP schedules and priorities. Whether using live events, virtual technology, or a hybrid of both to reach, recruit, and retain event participants, every consideration must be made toward appropriate venue, sales representative involvement, and ease of facilitation for the physicians, prescribing staff, and other decision makers within the targeted group. By utilizing technologies such as downloadable apps, on demand presentations, and virtual meetings, companies are better able to reach attendees via multiple avenues and to provide content in a user-friendly environment that is comfortable and convenient for the intended audience.

The Changing Landscape of HCP Recruitment

In recent years, a growing industry of event recruitment service providers has emerged to address the content, credibility, and convenience concerns of healthcare and life sciences marketing programs. Innovative virtual technology is helping to reduce travel, perks, and honoraria expenditures, and is gaining popularity within pharma sales plans. Tailored to address the dynamic needs of micro-targeting and managing interactions with HCPs, these virtual companies employ multiple tactics to derive optimal attendance results.

Some go so far as to develop integral relationship networks with hospitals, universities and other educational channels, collect and analyze behavior-based physician data, refine appropriate channels for communication, and monitor compliance and reporting with sophisticated software platforms. In addition, they employ time-tested traditional methods of communication such as phone calls, emails, online training, and collateral materials to supplement recruitment efforts and increase attendance.

Finding the right combination of communication tactics, interaction compliance, message delivery, audience retention and repetition, and sales force support is the key to reversing the recent trend of attendee indifference and lack of participation, with the intended result of maximizing marketing and compliance budgets.
SCOPE

This independent analysis provides a comparative overview of the products and services offered by seven leading event recruitment service providers for the healthcare sector. For the purpose of this paper, an “event” is defined as any live or web-based meeting, seminar or workshop geared specifically toward healthcare providers and designed for training, education or presentation purposes. A “healthcare provider” is any provider of medical or healthcare services, pharmaceutical products or devices, and any other individual or organization that furnishes, bills, or is paid for healthcare in the normal course of business.

The companies in review are as follows:

- Advanced Health Media (www.ahmdirect.com)
- Cegedim Relationship Management (www.cegedimdendrite.com)
- MedPoint (www.medpt.com)
- The Peer Group (www.peergroupinc.com)
- PharMethod (www.pharmethod.com)
- Physician’s World (www.physiciansworld.com)
- SERMO (www.sermo.com)

Data for this report was compiled through various channels, including interviews with marketing and media specialists, website reviews, product analyses, press releases and other means. All images and logos were either provided by interview contacts or extracted from corresponding company websites, and are used here for presentation purposes only. The aim of this paper is to compare and contrast the following companies with consideration given to these characteristics:

- Company Background: Relevant dates, corporate vision/mission statement, business model where available, employee data, location, etc.
- Positioning: Intended image or identity of the company.
- Industry Target: Industry segments served by the company’s products and services.
- Products/Services: Options offered to assist the healthcare industry reach and engage the HCP community.
- Differentiation: Competitive advantages inherent to the company and its products/services. Specialized niche, if any.
- Pricing: Where available or business development contact information.
THE PEER GROUP

HISTORY/OVERVIEW
Established in 1983, the Peer Group was dedicated solely to live events for promotional medical education. In 2005 it hosted its first lunch-n-learn web conference in a physician’s office with sales representatives driving attendance. That year, The Peer Group also established Informed Medical Communications (IMC) to support multiple brands in the same drug class. The Peer Group created the first moderator-led promotional meetings for HCPs and has successfully executed over 100,000 events for over one million healthcare professionals in every major therapeutic area.

POSITIONING
The Peer Group is the premier provider of moderated peer influence programs for the bio-pharmaceutical industry. Twenty-five years of successful event execution have made The Peer Group a leader and innovator in the field of peer-to-peer programs where dialogue is of paramount importance.

INDUSTRY TARGET
- Pharmaceutical industry
- Diagnostic service providers
- Consumer health companies
- Medical device companies

PRODUCTS/SERVICES
The Peer Group offers integrated solutions designed to maximize communications and recognizes that not all HCPs will actually attend an event. To this end, its recruitment services also focus on getting client information to non-participants. The Peer Group has a dedicated call center that verifies data is accurate and up-to-date. In addition, the company utilizes an experienced group of moderators, some of whom are PharmD or pharmacists, and are experts in group dynamics, communications and adult learning. These moderators quickly become fluent in a specific therapeutic area and can effectively assist KOLs by encouraging dialogue and engaging audiences in high-level discussions.
Recruitment services also include pre- and post-event communications, web-based surveys to assess expectations, and welcome and follow-up survey packages. Additional products and services offered include:

- MAP (Moderator Advantage Program): Moderator-led dinner meeting and KOL
- TeleMAP/WebMAP: Moderator-led teleconference or webconference and KOL
- Power Lunch: Traditional lunch-and-learn programs, upgraded and enhanced
- Xpert Xchange: Moderated debate format programs involving two KOLs
- Impact Extender: Promotional pull-through programs to sustain the brand messages
- StarMAP: Scalable, moderator-led programs enabling “main tent” and “breakout” formats

DIFFERENTIATION
Bringing physicians together in well-executed, professionally moderated discussions to reach targeted physicians, discuss product messages in-depth, influence prescribing choices, augment sales forces, disseminate clinical research and convey new standards of care. The Peer Group utilizes trained meeting moderators who have the ability to engage client’s customers before, during, and after events in dialogue that drives peer influence.

PRICING
Contact Kevin Danylchuk, Director of Business Development, 800.671.9663, Ext. 8713; kevin.danylchuk@peergroupinc.com.

CONTACT INFORMATION
The Peer Group, Inc
379 Thornall St, 12th Floor
Edison, NJ 08837 USA
Tel: 800.671.9663 ext. 8713
Fax: 732-321-0390
www.peergroupinc.com
PHARMETHOD, INC

HISTORY/OVERVIEW
PharMethod was established in 2003 by David Kovalcik as a strategic solutions partner providing innovative communications channels to reach targeted physicians, clinicians and other healthcare professionals via compliant solution strategies. Founded on the principle of innovation as it relates to the interactions of the healthcare marketplace, PharMethod, Inc. is a privately held firm, headquartered outside of Philadelphia, PA. Currently, the organization performs over 20,000 meetings nationwide utilizing an integrated approach to recruitment, management and evaluation of both live and virtual events.

POSITIONING
PharMethod delivers complete solutions, end-to-end by proactively managing the interaction of knowledgeable people, customized technology tools, and necessary data to develop and deliver compliant, innovative access to HCPs. Using a suite of proprietary pharmaceutical software programs, PharMethod’s solutions and webcasting technology have made it a market leader in this growing segment. Today, PharMethod manages thousands of live and virtual strategic programs for the world’s leading pharmaceutical and healthcare companies.

INDUSTRY TARGET
- Pharmaceutical
- Biotech
- Medical Device

PRODUCTS/SERVICES
The company focuses on the development, enhancement, and implementation of cutting edge solutions for speaker bureau management, KOL interactions and contracting, webcasting and physician recruitment programs. PharMethod platform solutions can be used independently or as an integrated suite for optimal efficiency and successful outcomes.

PharmATTEND: HCP recruitment service platform designed to increase targeted participation in live and virtual events, offers three tiers of prospect profiling.
- Individual, direct access via multiple channels to a database of 750,000 healthcare professionals from forty-eight specialties.
- Hospital-based recruitment program provides access to over 700 hospital and health system networks, who then post/share information with their HCPs.
- Physician behavior-based profiles utilized for KOL identification and targeted communication programs.
**PharmaCAST:** A unique virtual meetings platform that allows clients to access and interact with targeted audiences online. It provides a live, interactive web-based portal for registration and attendance tracking, internet broadcasting, event production and moderation, and post-presentation Q&A, polling and reporting.

**PharmASSIST:** An all-inclusive service and software management portal for the booking, evaluation and compliant execution of promotional, educational and training programs. It allows healthcare organizations to efficiently conduct thousands of HCP interactions in a compliant, transparent manner with third party oversight.

**PharmaSPEAK:** A comprehensive service and software solution to manage the complexities of KOL interactions including pharmaceutical speaker contracting, nomination, education, training and honorarium management. Companies can manage and enhance their KOL relationships while adhering to industry, state, and federal guidelines concerning healthcare professional interactions.

The success of these industry leading solutions is predicated on high-level customer service and technology innovation.

**DIFFERENTIATION**
PharMethod owns and develops all of its technological solutions in house; therefore, there is no outsourcing of critical services. The company focus is exclusively on the life sciences and pharmaceutical industries. PharMethod offers particular expertise in HCP access, compliance and web-based programs.

**PRICING**
Contact James J. Miller, Vice President of Sales, at 267.574.8127 (work), 610.906.7264 (cell); jmiller@pharmethod.com.

**CONTACT INFORMATION**
PharMethod Inc.
2556 Metropolitan Drive
Trevose, PA 19053
Tel: 877.200.0736 | 215.354.1212
Fax: 215.354.9230
www.pharmethod.com
CEGEDIM RELATIONSHIP MANAGEMENT

HISTORY/OVERVIEW
Cegedim was created in 1969 by Jean-Claude Labrune, a French entrepreneur who focused on the pharmaceutical industry, tailoring services to help them build successful commercial strategies. In the late 1970’s the first Customer Relationship Management (CRM) solution designed for the Pharmaceutical industry was launched in France and became a standard. Cegedim expanded its business internationally and, in May 2007, acquired the U.S. based company, Dendrite International. This integration created a uniquely capable global entity providing CRM solutions to the life science sector.

Today the new company, renamed Cegedim Relationship Management, does business in over eighty countries and accounts for more than 50 percent of the Cegedim Group’s annual revenues of $1.1 billion. Headquartered in Bedminster, NJ, CRM works with companies around the world to develop appropriate solutions that effectively manage the complex regulatory environment, minimize risks, and decrease costs.

POSITIONING
With more than 200,000 users in over eighty countries, Cegedim Relationship Management helps life sciences and consumer care clients strengthen their customer relationships, enhance sales effectiveness, optimize data quality, improve marketing performance, mitigate regulatory compliance risks, and promote and market their products in the most efficient and cost-effective manner.

INDUSTRY TARGET
• Pharmaceutical industry
• Health insurance industry
• Healthcare professionals
• Life sciences companies
• Consumer care companies

PRODUCTS/SERVICES
Cegedim Relationship Management provides solutions that cover every step of a product’s commercial lifecycle. Emphasis is on their OneKey HCP worldwide customer database, which consists of six million HCPs and 745,000 emails. Data has been one hundred percent phone verified, and can be broken down to individual, institutional or affiliation levels, country and other demographics, and includes detailed profile information for each HCP. Client-supplied databases can be validated, cleansed, updated and enriched using OneKey services as well.
Other OneKey products include OneKey Connect, which ensures worldwide data integration and delivery across a variety of CRM platforms, and online market access solutions through OneKey Web Authentication, which grants HCPs secure access to privileged information.

Additionally, CRM offers:
- Data demographics and profiling
- Data services
- Data integration and delivery
- Market access solutions
- Secure online access
- U.S. data management
- Compliance (USA and EMEA)
- Marketing solutions (USA and EMEA)
- Analytics solutions

DIFFERENTIATION
Cegedim’s worldwide reach creates strategic databases and software solutions that enable pharmaceutical companies’ sales and marketing departments to optimize their strategies and provide all sorts of healthcare professionals with the most effective information and tools available.

PRICING
In the U.S. contact Manus Gallagher, Mark Calabrese, or Bill Buzzeo, 908.443.2000.

CONTACT INFORMATION
Cegedim Relationship Management (U.S. Headquarters)
1425 Route 206 South
Bedminster, NJ 07921 USA
Tel: 908.443.2000
Fax: 908.470.9900
www.crm.cegedim.com
ADVANCED HEALTH MEDIA

HISTORY/OVERVIEW
Advanced Health Media (AHM) is a U.S. based provider of speaker-led meeting logistics, state and federal regulatory compliance technology, thought leader development, and medical communications. AHM offers a fully integrated suite of hosted technology solutions and sales support services designed to address the diverse operational and compliance management needs of its clients, including corporate speaker bureau and event management solutions, sales force automation technology, customer relationship management and compliance tracking and reporting systems. AHM also provides full-service medical communications, including strategic communication strategy, publication planning, scientific meetings and key opinion leader advocacy development.

Headquartered in Bridgewater, NJ, with offices in Union and Somerville, NJ, Chesapeake, VA, and Chicago, IL, AHM is the parent company of AHM Solutions, Centeon Solutions, Embryon, LLC, Cogenix, LLC, ProMedix, LLC, InsiteResearch, LLC and Ephikacy, LLC, AHM provides services to more than 50 companies in the pharmaceutical sector.

POSITIONING
“The industry leader in sales force logistics and commercial compliance management.”

INDUSTRY TARGET
• Pharmaceutical industry
• Life sciences industry

PRODUCTS/SERVICES
Advanced Health Media provides speaker bureau management, automation, compliance management systems, and promotional events coordination to pharmaceutical companies for over 200 brands.

AHM offers a variety of sales support services, including logistics, expense management, augmentation programs, speaker management, and audience generation services.
Additional products and services include:

- Web-casting
- KOL Discovery and Influence Mapping
- Medical Science Liaison (MSL) Research Support
- KOL Strategic Planning
- Speaker Communication and Management
- Contract Management
- Speaker and Consultant Expense Management
- Sales Force Automation
- Compliance Automation
- Document Storage and Retrieval
- Medical Science Liaison CRM and Contact Management Systems

DIFFERENTIATION
Advanced Health Media offers particular expertise in regulatory and compliance issues affecting the pharmaceutical industry. The company was named to the 2009 Technology Fast 500™; Deloitte LLP’s ranking of 500 of the fastest growing technology, media, telecommunications, life sciences and clean technology companies in North America.

PRICING
Contact Theresa Temple, Senior Director of Solutions, 908.393.8700, Ext. 58721

CONTACT INFORMATION
Advanced Health Media, LLC
300 Somerset Corporate Boulevard
Bridgewater, NJ 08807 USA
Tel: 908.393.8700
Fax: 908.393.8701
www.ahmdirect.com
MEDPOINT

HISTORY/OVERVIEW
MedPoint was founded in 1990 as a medical education group dedicated to innovative communication services to the medical industry and the healthcare community. Headquartered in Evanston, IL, MedPoint has become an acknowledged innovator of medical e-media, including pioneering services in web meetings, e-portals and custom data systems. MedPoint incorporates divisions serving the special needs of medical product marketers and clinical research programs.

Clients are offered a wide array of digital solutions for mission-critical activities and diversified communications services, with particular focus on three core capabilities: strategic content, digital media, and logistics. MedPoint combines these capabilities to serve clients in brand marketing and clinical research.

POSITIONING
President and CEO Bill Cooney says, MedPoint is the “best-in-class provider of virtual meeting speaker programs, virtual speaker training, virtual advisory and consultant meetings, and custom ePortals supporting clinician, speaker, consultant and investigator communities.” He says MedPoint provides, “Technology and communication services for the fast-moving world of medicine.”

MedPoint promises timely creation and delivery of innovative medical communication, and clinical research support services of the highest professional standards. Their goal is to promote superior healthcare for patients globally by offering the medical community accurate communication and training programs that advance scientific knowledge, and improve clinical practice.

INDUSTRY TARGET
• Clinicians, consultants, speakers and investigators within the pharmaceutical industry as well as biotech companies

PRODUCTS/SERVICES
MedPoint offers a variety of marketing services and CRM solutions, including:
• Virtual speaker programs
• Advisory and consultant programs
• Web design and web-based solution enhancements
• ePortals for HCP virtual networking, training and tracking
• Multimedia interactive simulation modules
• Medical webcast events
• On-demand information specialists platform
• Virtual speaker training
• National and international meetings which can be live, virtual or hybrid
• A variety of research services
DIFFERENTIATION

- First-to-market innovator of virtual meetings and ePortals in the medical industry, with an unrivaled 17-year depth of experience.
- Dedicated to serving global pharmaceutical, biotechnology and medical products industry.
- Fully validated and deployed technology platforms that provide a superior mix of functionality, quality, cost and compliance.

PRICING

Bill Gatti, Director, Business Development, 847.440.9459; bill.gatti@medpt.com

CONTACT INFORMATION

MedPoint Communications, Inc.
909 Davis Street, Suite 500
Evanston, IL 60201 USA
Tel: 847.869.4700
www.medpt.com
PHYSICIAN’S WORLD

HISTORY/OVERVIEW
Physicians World (PW) is an agency within the Healthcare Communications Network (HCN) of KnowledgePoint360 Group, LLC. A provider of global medical education and communication solutions for the healthcare industry, HCN employs over six hundred professionals in eleven locations in the U.S. and Europe. With offices in Secaucus, NJ and Chicago, IL, Physicians World is a full-service provider of integrated healthcare communication solutions for physicians and other healthcare professionals.

POSITIONING
Leadership in regulatory compliance and one of the most experienced communications companies in the industry, PW is respected for its expert staff, strategic marketing capabilities, and innovative approaches to medical communications programs. PW partners closely with clients to help them engage healthcare professionals utilizing an effective mix of valuable education and communication solutions.

INDUSTRY TARGET
Physicians and other healthcare professionals.

PRODUCTS/SERVICES
- Integrated Communication Planning
- Thought-Leader Communication
- Speaker Communication and Performance Optimization
- New Media
- Content Development and Presentation
- Meetings Management
DIFFERENTIATION
PW understands that few professionals are as dedicated to a lifetime of learning as those who diagnose and treat disease, and that the desire to hone their skills goes hand-in-hand with a commitment to patient care. We collaborate closely with our clients to help them engage healthcare professionals with an effective mix of valuable education and communication solutions. Physician’s World provides, the “Best partners for clients...the best information to healthcare professionals, and the best workplace for top talent in our industry.”

PRICING
Could not be reached prior to publication date.

CONTACT INFORMATION
Todd Courcy, Senior Vice President, Todd.Courcy@physiciansworld.com
150 Meadowlands Parkway
Secaucus, NJ 07094-2302
Tel. (201) 553-8885
Fax (201) 430-1476
www.physiciansworld.com
SERO

HISTORY/OVERVIEW
Sermo is the largest online physician community in the U.S., with over 115,000 members encompassing 68 specialties and all fifty states. Members collaborate on difficult cases and exchange observations about drugs, devices and clinical issues, share insights, and seek peer advice. Sermo is a real-time meeting place to assist physicians with everything from patient care to practice management.

POSITIONING
No single physician is as knowledgeable as physicians working together. Sermo operates as a research medium, harnessing the collective power of physicians’ input. It allows physicians to improve patient care through the rapid exchange of observations. In turn, Sermo clients benefit from instant insight into clinical events and medical trends.

INDUSTRY TARGET
Sermo is designed exclusively for practicing physicians. For physicians, the two-sided Sermo marketplace provides an online environment in which clinical observations can be exchanged in real-time. They can build consensus on products and issues, take advantage of financial opportunities, and improve patient care by working directly with colleagues and industry leaders.

PRODUCTS/SERVICES
Sermo uses a proprietary technology to verify physicians’ credentials in real-time, to create an environment of trust and collaboration. Sermo leverages aspects of social network theory, game theory, prediction markets and information arbitrage. It is completely scalable and sustainable as a social media platform and communication tool. Peer reviews and user-reviewed rating systems ensure that medical reporting is accurate and supported by the physician community. Sermo members are offered the following opportunities:

- Collaboration on difficult cases
- Sermo Search: Locate colleagues within sixty-eight specialties by username, specialty, or state
- Track important content
- Curbside physicians from all fifty states
- Take free CMEs for credits
- Join the reform movement on Sermo
- Sign the Open Letter from America’s Physicians
- Build consensus on drugs, devices and treatments
- Earn honoraria by sharing clinical insights
- Complete MD surveys: Assess how drugs, treatment options and medical devices fit into daily reality. Influence corporate decision-makers with real-world observations
• Participate in physician panels: Provide candid input on a broad range of topics during private, moderated discussions.
• Take weekly diagnostic challenges: Test diagnostic skills with a variety of weekly challenges, including the Snapshot Diagnosis. Correct diagnoses can earn honoraria.
• Practice Management Exchange: Provides resources designed to improve the bottom line. Hear how colleagues have built successful practices. Learn from leaders in practice management reform.

DIFFERENTIATION
Sermo offers a revolutionary way to target and engage physicians on-demand by leveraging social media, instantly capturing real-world physician insights into treatments, medications, and devices that support a broad range of objectives. The largest online physician community in the U.S., Sermo has been described among members as “therapeutic,” a “virtual water cooler” and “vital to my everyday practice.”

PRICING
Contact Rich Westelman, Senior Vice President of Sales & Marketing at 671.497.1110

CONTACT INFORMATION
Sermo, Inc.
215 First Street
Cambridge, MA 02142
Phone: (617) 497-1110
www.sermo.com
CONCLUSION

There is no doubt that the pharma community faces a challenging environment in which to present its products, services, and equipment. With potentially life-saving drugs, devices, and programs being developed and breakthroughs being reached on a regular basis, time is of the essence when informing and educating the healthcare, pharmaceutical, and life sciences communities. The added hurdle of government compliance justifies the need for innovative, effective, and highly targeted methods for getting a message through to the correct audience in the appropriate manner.

Healthcare providers are busier than ever, which means the time-saving, convenient solutions offered by today’s recruitment service providers are well-received by targeted decision makers. All of the companies profiled here provide some combination of access to relevant audiences using a variety of technologies and approaches. How successful they are at improving recruitment and event attendance for their clients lies in the ability to provide a well-rounded program that offers support at every level of involvement, combined with robust, reliable technology, expertise in newer media vehicles, and attentive personal service.

REFERENCES

1. Public Law 111 - 148: Patient Protection and Affordable Care Act
   http://www.gpo.gov/fdsys/pkg/PLAW-111publ148/content-detail.html

About PharmaLEADERS and Collaborative Marketing Solutions, LLC
PharmaLeaders is a Collaborative Marketing Solutions, LLC, company, providing life sciences companies and vendors with a new approach to marketing, consulting and business development. Our guiding principle is that the best advice requires both rigorous scientific and technical expertise and a keen appreciation for critical business and operational considerations. Our team has proven track records in both strategy and implementation, and has marketing experience throughout every phase of product and company development.

We bring the rare ability to integrate our understanding of executive level business objectives with technician-level execution. We take great pride in being trusted advisors to our clients and in our reputation among our peers. Every CMS team member is committed to each client’s success. Regardless of the size of the project or scope of the relationship, we treat every client consistently and with absolute integrity.

You can reach CMS at 888.400.1573, Ext. 206