



Press Release

For Immediate Release

THINK PATIENTS AND PHARMACY HEALTHCARE SOLUTIONS, INC. NAMED PM360 TRAILBLAZER 2017 INITIATIVE WINNERS FOR THE EMR/EHR PROGRAM CATEGORY

[NEW YORK, NY, SEPTEMBER 14, 2017] — *PM360*, a publication for marketing decision makers in the pharmaceutical, biotech and medical device industries, recently named Think Patients and Pharmacy Healthcare Solutions Inc.'s "Supporting Pharmaceutical Manufacturers in the New Age of Digital Care" program as the Trailblazer Initiative "Gold Winner" in the EMR/EHR Program category.

The winning program, which was selected from among a group of three finalists in the EMR/EHR Program category, was recognized for outstanding achievement and marketing innovation. To develop the "Supporting Pharmaceutical Manufacturers in the New Age of Digital Care" program, Think Patients and PHSI worked with pharmaceutical manufacturers and drug compendia organizations. The service works to ensure pharmaceutical products are displayed clearly and appropriately in EMR/EHR systems for prescribers to view in the product selection step of the prescribing process.

Winners were honored during a special reception at Gotham Hall in New York City on Thursday, September 14, 2017. After announcement of the award, Don Dietz, Vice President of PHSI said, "This exciting news is a true testament to our ability to stand out in the complex, ever-changing healthcare environment. The judges looked at the EMR/EHR category nominated programs' content, format, and success in reaching the targeted audience, overall quality, and results. Think Patients and Pharmacy Healthcare Solutions Inc. (PHSI) thank their peers in the pharmaceutical and HIT industries for this recognition. We are very proud of our work in this area, and are especially proud and appreciative of the work all of our colleagues have done to develop this service."

Since 2009, the *PM360* Trailblazer awards have recognized outstanding achievement and innovation in healthcare marketing. Each year, nominations are judged by the *PM360* Editorial Advisory Board, a distinguished cross-section of industry experts. Winning initiatives were selected for their ability to stand out in the complex, ever-changing healthcare environment, and were judged on their ability to overcome challenges; the skill, innovation and quality of planning and execution; and the effectiveness of the work.

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About PM360

PM360 is the premier, must-read magazine for marketing decision makers in the pharmaceutical, biotech, and medical device industries. Published monthly, *PM360* is the only journal that focuses on delivering the full spectrum of practical information necessary for product managers and pharmaceutical marketing professionals to succeed in the complex and highly regulated healthcare environment.

The journal's targeted and insightful editorial focuses on issues that directly impact critical decision making, including: Planning and implementation of cutting edge strategies, trends, the latest technological advances, branding/marketing, advertising/promotion, patient/professional education, sales, market research, PR, and leadership. Additionally, the "360" in the title signifies the span of this critical, how-to info with personal and career insights for an enjoyable and thought-provoking read.

By providing the full circle of enriching content, *PM360* is truly an indispensable tool for busy and productive marketing professionals to stay at the top of their game.

About Think Patients

Think Patients is a marketing consulting and research company serving both pharmaceutical and vaccine companies and firms that supply these industries. Think Patients is proud of its deep experience in pharmaceutical and healthcare marketing with leaders and consultants that have spent their careers building and managing leading brands, developing game-changing products and services, and leading teams, franchises and companies to success.

Given our experience with patient education, direct marketing and data-driven communication, many people assume our name refers to a "patient marketing" company. And while we do assist clients in these areas, they are not the focus of our practice. Our name is simply meant to reflect our belief that great pharmaceutical, vaccine and healthcare marketing - like all great marketing - begins by thinking about the customer. And in these markets, that means thinking about the patient even when the immediate audience is physicians, payers, policy makers or patients.

About PHSI

Founded in 1996, Pharmacy Healthcare Solutions Inc. (PHSI) provides consulting solutions that improve the profitability of our healthcare clients. PHSI clients are comprised of many worldwide pharmaceutical manufacturers including 5 of the top 10 pharmaceutical companies in the world by revenue. PHSI also provides consulting support to a host of notable managed care organizations, pharmacies of all types, pharmacy benefits managers, and software companies. Consulting projects across these market segments provide PHSI with the latest information on emerging trends as well as

new products and services. Our experienced consultants create actionable recommendations for our clients' challenging business issues.

Contacts:

PM360 :

Andrew Matthius

Senior Editor, PM360

646-300-8113

andrew.matthius@pm360online.com

www.pm360online.com

Think Patients :

Joe Meadows

President, Think Patients LLC

484-200-7898

jmeadows@thinkpatients.com

www.thinkpatients.com

Pharmacy Healthcare Solutions, Inc. :

Donald Dietz

Vice President, Pharmacy Healthcare Solutions, Inc. (PHSI)

412-635-4650

DDietz@phsrx.com

www.phsrx.com