

Awards...

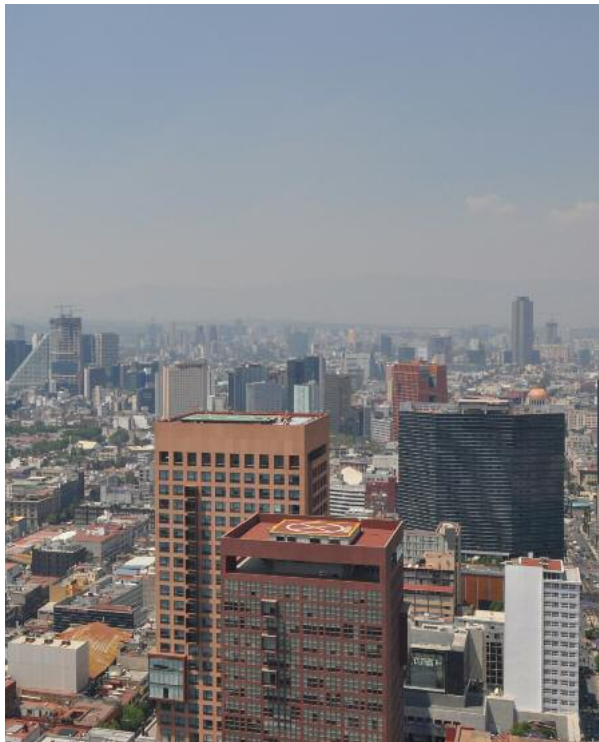


ALMAC WINS BUSINESS AWARDS

Almac has received two Belfast Telegraph Business Awards. The awards are in their 12th year and showcase Northern Ireland commercial, industrial, and social enterprise achievements. Almac's "Excellence in Innovation" entry focused on the development of the company's antibody drug conjugation. The company also won the "Excellence in Technology" award, which recognized the advances made by the diagnostics team in relation to DNA damage repair deficiency research.

ERT WINS CUSTOMER SATISFACTION AWARD

ERT has received Omega Management Group Corp.'s NorthFace ScoreBoard (NFSB) Award for consistently delivering outstanding customer service in 2013. The award recognizes organizations that offer exemplary customer service and that have a commitment to exceeding customer expectations. This marks the second year in a row that ERT has been recognized for achieving excellence in customer satisfaction.



The Cities Changing Diabetes program will first be launched in Mexico City with other cities in North America, Europe, and Asia soon to follow.

Novo Nordisk Aims to FIGHT URBAN DIABETES

Novo Nordisk has launched Cities Changing Diabetes, a new partnership program to fight the urban diabetes challenge. The goal is to map the problem, share solutions, and drive action to fight the diabetes challenge in big cities around the world. The program will be developed in partnership with University College London (UCL) and supported by Steno Diabetes Center, Denmark, as well as a range of local partners including healthcare professionals, city authorities, urban planners, businesses, academics and community leaders.

During 2014, the partners will work to better understand the diabetes challenge in cities. Following the initial discovery phase, Novo Nordisk and its partners, with the help of policymakers, health authorities, the private sector and the volunteer sector, will announce action plans for each of the cities that will be part of the program.

Agency Mergers LEAD TO CALCIUM

Star Group, an independent marketing communications firm in the Philadelphia region, and one of the nation's largest woman-owned WBE marketing communications agencies, has merged with Vox Medica and its parent company, Independence Healthcom Strategies Group (IHSG). On a parallel track, Star Group also merged in Calcium NYC, a full-service healthcare agency created by the former founding partners of Wishbone. The combined group enters the market as Calcium.

Star Group is the holding company, combining Calcium NYC and Vox Medica with its healthcare division, Star Life Sciences, to create an independent healthcare marketing communications company. Steven Michaelson (center) is group CEO with a management team that includes members of all three agencies. The management group consists of Timmy Garde, managing partner/chief operating officer; Lorna Weir, chief strategic officer; Renee Mellas, president; Steve Hamburg, chief creative officer; and Judy Capano, director of business development. Calcium has offices in New York and Philadelphia.



The Calcium team (l to r): Judy Capano, Timmy Garde, Lorna Weir, Steven Michaelson, Renee Mellas, and Steve Hamburg.

Patients Want PHARMA'S HELP

U.S. patients taking long-term, short-term, or lifestyle medications found that the vast majority (76%) believe pharmaceutical companies should provide services that complement the products they provide, according to a new survey by Accenture.

While 63% of the patients surveyed say they want to participate in customer rewards programs, only 10% say they have been offered the opportunity to do so.

PharmaVOICE.com

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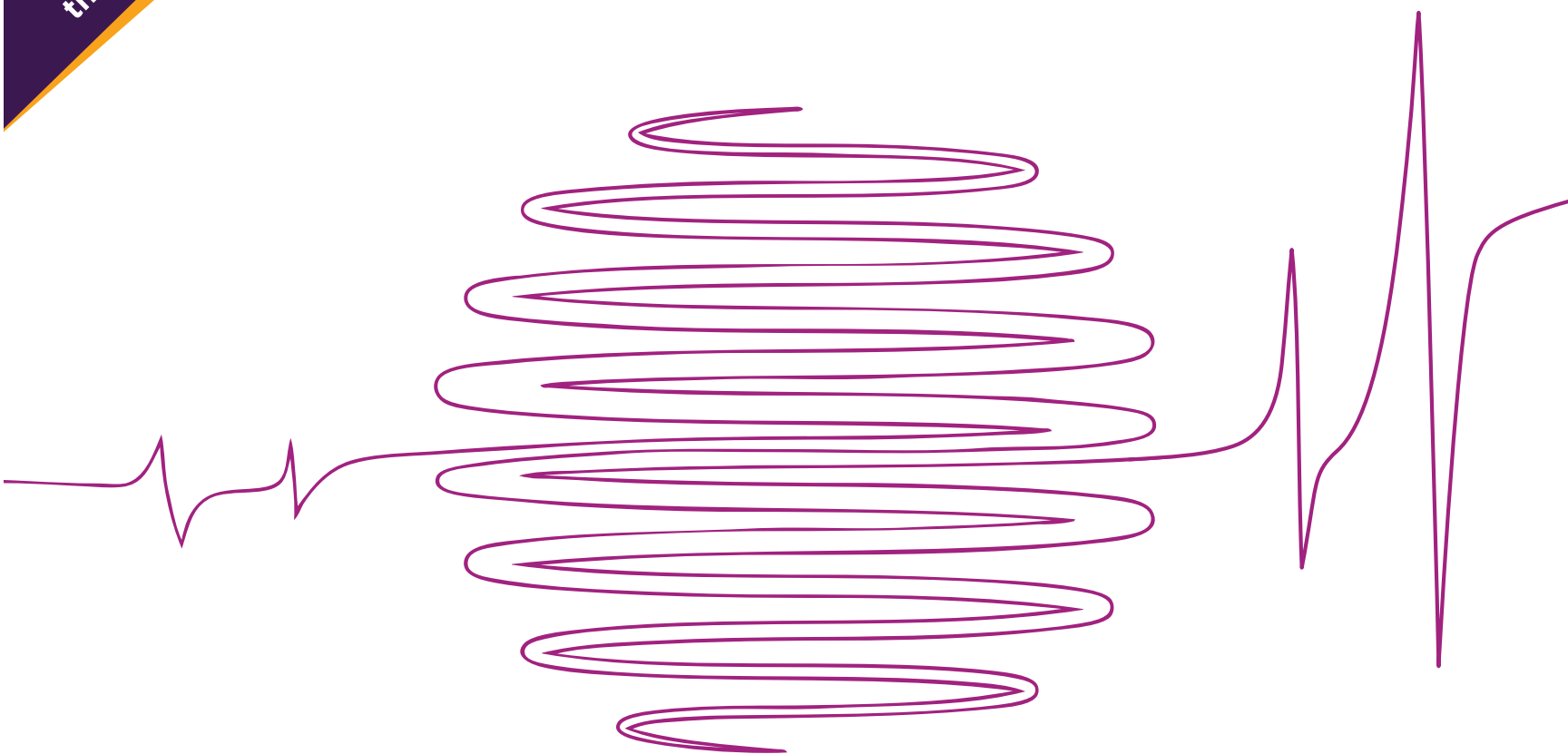
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Roska Healthcare is now PulseCX!

We've changed our name, but not our passion for the customer. No matter where your healthcare brand is in its lifecycle, PulseCX helps you develop a customer experience (CX) that influences the decision-making process behind the attitudes and behaviors that drive brand usage. Through

an understanding of the customer journey, and by identifying the 'moments of truth' when customers are most receptive to specific communications, we're able to fully engage your target audience and measurably increase the impact of your brand messaging.

To move the needle by improving customer experiences (CX), contact David Zaritsky now at dzaritsky@pulsecx.com.



We're hiring!

To experience the career of a lifetime, contact Mary Laquaniti now at careers@pulsecx.com.