



PRESS RELEASE

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For immediate release

Publicis Touchpoint Solutions Named “Supplier Company of the Year”

PM360 Trailblazer Awards Recognize Innovation and Achievement in
the Life Sciences Industry

Yardley, PA—September 14, 2011— Publicis Touchpoint Solutions, Inc., a leading provider of multichannel message delivery solutions for the life sciences industry, has been named “Supplier Company of the Year” at *PM360*’s Trailblazer Awards Gala held at the Mandarin Oriental Hotel on September 9, 2011.

The Trailblazer Awards were established in 2009 to honor exceptional companies, marketers, and brand managers representing top talent and brands in the pharmaceutical industry. *PM360* notes that nominees for the Trailblazer Awards Company of the Year – Supplier Award, “exemplify the most forward thinking leadership of their fields and must show outstanding achievement in three categories: innovation, talent development and social responsibility.” The award symbolizes excellence around ideas and their implementation. The submissions were narrowed down to three finalists and the winner was announced at the Awards Gala on Friday.

Publicis Touchpoint Solutions was honored for its unprecedented, industry-changing transformation of the company. This bold reorganization led by Rick Keefer, President and CEO, was in response to today’s rapidly changing life sciences marketplace. He realized that as clients sought to adapt to these new market changes, that there was a significant gap in outsourced message delivery offerings. His vision to fill that need began the transformation of the organization resulting in the birth of Publicis Touchpoint Solutions.



“We are sincerely honored to have been chosen as Supplier Company of the Year”, stated Mr. Keefer. “It’s a great tribute to all of our employees who have been an integral part of our transformation for the last two years. Our people are truly our greatest asset and together we have demonstrated the power of innovation and progressive thinking.”

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For business inquiries, please contact Touchpoint Business Development, at (215) 525-9810 or eMail Impact@TouchpointSolutions.com.

About Publicis Touchpoint Solutions, Inc.

Publicis Touchpoint Solutions provides a comprehensive array of multichannel message delivery solutions to the life sciences industry. From in field to inside and from promotional to clinical, Publicis Touchpoint Solutions centers-of-excellence include field sales and service, live video detailing, inside credentialed sales representatives, inside sales and service, clinical health educators, and medical science liaisons. A wide range of vital support solutions—each of which serves all of the company’s message delivery channels—includes recruiting, training, performance management, operations, data/analytics, and compliance. Publicis Touchpoint Solutions provides the human touch to precision multichannel messaging delivered at the right time and through the right channels to achieve maximum impact. Publicis Touchpoint Solutions is a member of the Publicis Healthcare Communications Group.

Website: www.TouchpointSolutions.com

Twitter: <http://twitter.com/pTouchpoint>

LinkedIn: <http://linkd.in/pTouchpoint>

About Publicis Healthcare Communications Group

Publicis Healthcare Communications Group (PHCG), a member of Publicis Groupe SA, is one of the largest healthcare communications groups in the world with over 2,700 employees located in 10 countries. Worldwide healthcare services include advertising, medical education, sales and marketing, and medical and scientific affairs. PHCG offers its clients a strategic partnership, a strong focus on ensuring value for their marketing spend, and exceptional performance on their assignments. Website: www.PublicisHealthcare.com