



**Press Release**

**For Immediate Release**

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**PM360 ANNOUNCES THE SELECTIONS FOR ITS 7<sup>th</sup> ANNUAL INNOVATIONS ISSUE**

**The healthcare industry's most innovative companies, startups, divisions, products, services, and strategies of 2018.**

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**NEW YORK, NY, December, 18 2018:** *PM360*, a leading trade magazine for marketing decision makers in the pharmaceutical, biotech, medical device, and diagnostics industries, made its picks for the most innovative Companies, Startups, Divisions, Products, Services, and Strategies of the year from the life sciences industry. The picks were published in its 7<sup>th</sup> Annual Innovations Issue, which was established to provide a comprehensive overview of the latest advancements within healthcare and life sciences and offers brief profiles of each compelling innovation selected.

*PM360* received hundreds of submissions from across the healthcare and life sciences industries. The submissions were evaluated by the editorial staff of *PM360*, and the best submissions—regardless of category—were selected to be featured in the issue.

“We hope this issue can serve as a must-have guide to help those working in this industry to find the offerings and partners that can take their work and company to the next level,” says Anna Stashower, CEO/Publisher of *PM360*. “The innovations featured in this issue represent some of the most exciting, new developments in life sciences that can help the industry in its mission to improve the lives of patients, ease the burden of physicians, work with payers to increase access to medication, and provide a better understanding of diseases and the treatments available.”

This year, more than 60 selections were made in the six categories. The Innovations Issue was published in *PM360*'s December issue, and the profiles can be found online at: [www.pm360online.com/pm360-presents-the-2018-innovators](http://www.pm360online.com/pm360-presents-the-2018-innovators).

The 2018 *PM360* Innovations Issue Selections:

## **Companies**

AVITA Medical  
Digitas Health  
Doximity  
Enable Injections  
HealixGlobal  
Health Union  
HealthPrize Technologies  
Model N  
Reltio  
5Saama Technologies

## **Divisions**

Applied Cognitive Science Group (Concentric Health Experience)  
Capgemini Invent (Capgemini)  
Customer Insights (Crossix)  
Earned Media Team (W2O Group)  
EngagedMedia (Aptus Health)  
Health System Marketing (Benchworks)  
Life Sciences Group (LevLane)  
SCOUT-Rare Expertise Joint Venture (SCOUT and Rare Expertise)

## **Startups**

Biosight Technology  
Dynamic Brain Lab  
Evid Science  
H1  
MedBlox, Inc.  
OI Infusion Services  
OM1  
PeerSourcing Solutions

## **Products**

Access *Express* (Health Strategies Group, an EVERSANA company)  
CCL Adhere E-Label Platform (CCL Healthcare)  
Data Cubed (Data Cubed)  
Edge Trial Assurance (Medidata)  
Galileo6 (Spectrum)  
HCP Digital Insights (MedData Group)  
HealthVoyager (Boston Children's Hospital and Klick Health)  
InCrowd Interview (InCrowd)  
mAlgret (Excerpta Medica, Omnicom Health Group, and IBM Watson)  
Meridian (Beghou Consulting)  
Pando (Inception Digital)  
Ping™ (M3 Health)  
Pulse (InTouchMD)  
ReferralMAP<sup>ML</sup> (Saatchi & Saatchi Wellness)  
Talk to Someone: Triple Negative Breast Cancer (Kognito)  
The Script (Condé Nast Health)  
Veeva AR (PIXACORE and Veeva Systems)  
Veeva Nitro (Veeva Systems)

## **Services**

BrandHub (ConnectiveRx)  
Cardinal Health 3PL Sampling Program (Cardinal Health Specialty Solutions)  
Clinical Trial Transparency Service (TrialScope)  
Cornerstones4Care® Powered by Glooko App (Novo Nordisk)  
eBV (Lash Group)  
ExpressCoverage (RxCrossroads by McKesson)  
Heartbeat Connected Patient Service (Heartbeat)  
Payer Opinion Leaders (Ogilvy Health)  
PROACT (CMI/Compas)  
Remote Scientific Liaisons (Ashfield)  
STATInsights (VIVO Agency)  
Sync (Syneos Health)

## **Strategies**

Icons.Health (AbelsonTaylor)  
Insight EDGE Targeting Platform (Rx EDGE Media Network)  
Modern Pharma Marketing eBook (Intouch Solutions)  
Patient Recruitment Architecture (Continuum Clinical)  
Professional Audience Targeting (Publicis Health Media)  
Resource Centers (MyHealthTeams)  
SHIFT (Fingerpaint)  
THE FIRSTHAND EXPERIENCE (Endo Pharmaceuticals and GSW)  
The Healthcare Challenger Brand (Elevate Healthcare)  
U.S. CSL Behring Patient Engagement Team (CSL Behring)

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## **About PM360**

*PM360* is the premier, must-read magazine for marketing decision makers in the pharmaceutical, biotech, medical device, and diagnostics 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.