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**For Immediate Release****CONNECTIVERx CONGRATULATES CHRIS DOWD, NAMED ONE OF THE 2019
PM360 ELITE 100***SVP of Market Development Recognized as Sales MVP*

WHIPPANY, NJ (May 16, 2019) — ConnectiveRx, a leading technology-enabled biopharmaceutical services company, is proud to announce that Chris Dowd, SVP, Market Development, has been named one of the 2019 *PM360* ELITE 100 in the Sales MVP category. Now in its fifth year, the *PM360* ELITE (Exceptional • Leaders • Innovators • Transformers • Entrepreneurs) identifies the most influential people in the healthcare industry today.

Chris Dowd's success as a sales and market development executive is attributed to his experience in a variety of leadership roles across the pharmaceutical manufacturer and pharmaceutical services industries, which have driven his ability to build and maintain collaborative relationships with both his clients and teams. He has pioneered intuitive copay and patient affordability programs, created innovative solutions for his clients and has become a recognized thought leader, founding and chairing the annual CBI Copay Conferences. Chris has proven to be a dynamic leader who has built an industry-leading team of seasoned business development executives that provide unsurpassed client service, demonstrated by long-standing customer retention.

"Chris's ability to effectively innovate new solutions in the ever-changing landscape of copay continues to amaze me," says Tom Sellig, Chief Commercial Officer, ConnectiveRx. "His keen knowledge of the industry and anticipation of trend shifts allows him to be an agile problem-solver who makes business solutions a reality for our clients."

The *PM360* ELITE Awards were established in 2015 to recognize individuals who have made a significant impact to the healthcare industry throughout their careers. A total of 100 winners were selected across 17 categories.

"The 100 individuals and teams we selected this year are truly worthy of being called ELITE," says Anna Stashower, CEO and Publisher of *PM360*. "Each of them is at the forefront of their respective fields and are leading this industry in exciting and new directions. We are beyond excited to celebrate their achievements and provide the industry the chance to get to know them a little better."

The winners were profiled in *PM360*'s May 2019 issue. You can read the profiles online at <https://www.pm360online.com/the-2019-pm360-elite-100>.

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About ConnectiveRx

ConnectiveRx is a leading, technology-enabled services company that works strategically with biopharmaceutical manufacturers to help commercialize and maximize the benefits of specialty and branded medications. The company's services include patient and provider messaging, the design and operation of copay programs, voucher and patient assistance programs, hub services, and the iconic Physicians' Desk Reference, now known as the Prescribers' Digital Reference. ConnectiveRx's wide array of services and innovative

approach supports its mission to accelerate speed-to-therapy and improve medication access and adherence to maximize outcomes for manufacturers, healthcare providers and patients. ConnectiveRx has main campus locations in Whippany, NJ and Pittsburgh, PA with additional locations in New Jersey, Pennsylvania, Missouri and California. To learn more, visit www.connectiverx.com.

About PM360

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