



---

## PRESS RELEASE

---

**Media Contact:**

Betsy Lane, SVP Marketing and Communications

**Publicis Touchpoint Solutions, Inc**

(215) 525-9804

[Betsy.Lane@TouchpointSolutions.com](mailto:Betsy.Lane@TouchpointSolutions.com)

**For immediate release**

### **Publicis Touchpoint Solutions President & CEO Rick Keefer Selected as One of “*PharmaVOICE* 100 Most Inspiring People” in Life Sciences Industry for Fourth Straight Year**

**Yardley, PA—August 9, 2011—**[Publicis Touchpoint Solutions](#)—a leading provider of multichannel message delivery solutions for the life sciences industry—has announced that [Rick Keefer](#), president and chief executive officer, has been selected by [PharmaVOICE](#) as one of its “100 Most Inspiring People” in the life sciences industry for the fourth straight year. Publicis Touchpoint Solutions is a division of [Publicis Healthcare Communications Group](#).

Mr. Keefer was selected by *PharmaVOICE* as one of the 42 “Commanders and Chiefs” in the life sciences industry. The [PharmaVOICE 100](#) are nominated by their peers and recognized for their exemplary leadership. The list is published in their July/August issue.

Last year, Mr. Keefer led the successful, comprehensive transformation of Publicis Healthcare Communications Group’s (PHCG) messaging delivery companies. With its 2010 debut, Publicis Touchpoint Solutions has become the life science industry’s first true multichannel message delivery one-stop shop, offering all the components of the new “message delivery mix.”

*PharmaVoice* wrote, “Although he [Keefer] has been in the industry for a long time, he is always keeping abreast of changes and has an uncanny ability to foresee changes two to three years in advance. His expertise in the areas of technology, multichannel, and cross-channel marketing are noteworthy. With an abiding respect for diversity, Keefer believes that combining cultures, domains, and disciplines is the best way to establish new concepts and form great ideas. His wisdom, his intuitive understanding of a complex marketplace, and his humanity continue to serve him and his employees well. These qualities have earned him the respect of his employees and customers.”

“As we approach the one-year anniversary of our launch, it is clear from our customers’ responses that this innovative approach is filling a critical market gap,” noted Mr. Keefer. “Our revenue stream continues to grow, client retention is at an all-time high, and patients are receiving the high-quality care they need. And we’re not done yet—we are continually reinventing our organization to meet the evolving needs of our clients!”



Mr. Keefer's selection also noted his longtime membership in the Healthcare Businesswomen's Association ([HBA](#)) and referenced his commitment to giving back—particularly to the [National Breast Cancer Association](#), [Alzheimer's Association](#), and [American Heart Association](#). When asked by the magazine for Mr. Keefer to share his “words to live by,” he eloquently responded, “Actions speak louder than words.”

Mr. Keefer has been in the life sciences and healthcare business since 1975, joining Publicis in 2006. Previously, he worked at Biovail Pharmaceuticals, Pharmacia, Wyeth-Ayerst Laboratories, and AH Robins Company.

###

**For business inquiries, please contact Touchpoint Business Development at (215) 525-9810 or eMail [Impact@TouchpointSolutions.com](mailto: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 specialists, 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](http://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](http://www.PublicisHealthcare.com)