



PRESS RELEASE

Media Contact:

Betsy Lane, SVP Marketing and Communications

Publicis Touchpoint Solutions, Inc.

215-525-9804

Betsy.Lane@TouchpointSolutions.com

For immediate release

Touchpoint Recruiting Solutions Launches New Elite Recruiting Model

New Service Earns High Marks with 100% Client Referral Rate

Yardley, PA—September 26, 2011—Touchpoint Recruiting Solutions has launched a new elite recruiting model to better solve its clients' recruiting needs in today's new life sciences marketplace. Leveraging new thinking and cutting edge strategies, the Touchpoint elite recruiting model offers a customized approach to recruitment support providing every client with high touch service, more efficient processes, cost reduction, and improved ROI in contrast with the other two traditional recruiting approaches seen with contingency firms (headhunters) and recruitment process outsourcers (RPOs).

Touchpoint Recruiting Solutions elite recruiters partner with clients to find *THE* right hire for each and every position—candidates that are aligned to each specific job profile, company, and culture. With a singular concentration on the life sciences industry, Touchpoint's elite recruiters bring extensive experience and expertise to filling biopharmaceutical and other life sciences positions. Recognizing that the traditional recruiting model no longer works in today's ever-changing, technology-driven environment, Touchpoint's elite recruiters keep clients informed about the newest trends by providing market industry intelligence—creating a true partnership.

“Our elite recruiting model has really proven itself,” explains Steve DeMorro, VP and General Manager, Touchpoint Recruiting Solutions. “Based on our latest customer survey results, our unique elite recruiting model has increased the quality of hires by 88%, reduced clients' turnover by more than 45% and helped lower their recruiting costs by up to 60%. This is bona fide proof of our success. We understand the life sciences industry and the tremendous



burden and impact of vacant territories. Filling these positions ultimately means revenue for our clients,” said DeMorro. “We recently worked with a client to fill a critical field opening in just 16 days. This was after the client’s initial attempt with a recruiting process outsourcer (RPO) who tried and failed to fill the position after 110 days.”

###

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

About Touchpoint Recruiting Solutions

Touchpoint Recruiting Solutions is a division of Publicis Touchpoint Solutions, Inc. and provides direct, elite recruiting services to the life sciences industry. By finding *THE* right hire for each and every position, Touchpoint Recruiting Solutions offers its clients more efficient processes, cost reduction, and improved ROI all while providing customized, relationship-based, high touch service.

Website: www.TouchpointElite.com

Twitter: www.Twitter.com/TouchRecruit

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

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