



PRESS RELEASE

Media Contact:

Betsy Lane, SVP Marketing and Communications

Publicis Touchpoint Solutions, Inc.

215-525-9804

Betsy.Lane@TouchpointSolutions.com

For immediate release

Publicis Touchpoint Solutions Partners with CMR Institute Ensuring SafeRX Compliance

Yardley, PA—December 7, 2011— Publicis Touchpoint Solutions, Inc—a leading provider of multichannel message delivery solutions for the life sciences industry—has established a strategic partnership with CMR Institute for implementing SafeRX credentialing for their sales representatives and managers.

The SafeRx Act of 2007 is intended to protect District of Columbia residents from several potentially harmful prescription drug marketing practices. Among other things, the legislation requires the licensure of pharmaceutical representatives and aims to promote the safe, rational and effective use of medicines. Only Continuing Education Units (CEUs) approved by the D.C. Board of Pharmacy are valid for the SafeRX requirements. CMR Institute's courses were the first to have met the District of Columbia's Board of Pharmacy strict criteria for continuing education to satisfy these requirements. CMR Institute, whose mission is to advance knowledge to enhance healthcare, utilizes more than 400 healthcare professionals and leading subject matter experts from across the country to develop and maintain an up-to-date curriculum relevant to today's healthcare challenges.

“Compliance is essential in today's environment and we are excited that this partnership will help Publicis' sales representatives and managers meet the SafeRx requirement for continuing education while also gaining valuable knowledge,” said Michelle O'Connor, Interim President and Chief Executive Officer, CMR Institute. “At CMR Institute, we are focused on building sales representatives' expertise and understanding so that they may bring greater value to physicians.”



“Representatives and managers need the appropriate training and education to meet SafeRX requirements, and forming an alliance with CMR to support this credentialing was a wise decision and clear value add for our clients. CMR is the expert in this arena and they share our purpose to develop highly trained, educated, and therefore more valuable reps,” commented Rick Keefer, President and CEO of Publicis Touchpoint Solutions.

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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 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 CMR Institute

CMR Institute is the leading independent provider of non-branded education for the pharmaceutical, biotech, and medical device industries and has educated more than 150,000 professionals. Founded in 1966 by physicians in response to a need for increased therapeutic knowledge through scientific education, CMR Institute's expert content is developed and updated by leading industry experts and distinguished thought leaders. CMR Institute's not-for-profit status allows it to continually invest its resources in its library of education to realize its mission, which is to advance knowledge to enhance healthcare. To learn more about CMR Institute, visit www.cmrinstitute.org.

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