

## **HUNTSWORTH HEALTH'S APOTHECOM GROUP AND CONTINUUM CLINICAL ANNOUNCE GLOBAL STRATEGIC PARTNERSHIP**

*Enhancement and integration of real-world evidence planning, generation and communication in response to increasing demand for insight-driven evidence solutions to address real-world needs*

London and Chicago (October xx, 2016) – ApotheCom, the global medical communications powerhouse within Huntsworth Health, and Continuum Clinical, a pioneer in patient recruitment and late-stage research, announced today a strategic partnership to significantly expand an ongoing collaboration between the two organizations – building on the years-long professional relationships held among the leadership of both organizations.

Capitalizing on the unique scientific and clinical acumen of both companies, the partnership will see the launch of new innovative products and services in 2017, delivered in an efficient and cost-saving business structure for life sciences industry clients in the global market access, medical affairs, health economics and outcomes research (HEOR), and real world evidence (RWE) fields. With more than 280 clinical, scientific, health outcomes, market access, observational research and marketing experts from the two organizations working collaboratively throughout North America, Europe, and Asia, the partnership will significantly enhance client access to a single, uniquely experienced team to generate and effectively communicate RWE to health technology assessment (HTA) and payer organizations around the globe.

“The deep expertise in real world evidence development that Continuum brings to the workbench is a brilliant, natural fit for what we’re doing at ApotheCom,” said Nathan White, Executive Vice President and Global Practice Lead, ApotheCom Access Pathways and Outcomes. “Our experience in the strategic planning and communication of compelling RWE that payers and HTA’s desperately need in order to make informed decisions, combined with Continuum’s experience in creating RWE, will be a significant value add to our existing client base – and an attractive offering for new clients looking for an integrated solution to their market access and RWE needs.”

“We’re delighted to expand on our business relationship with ApotheCom,” said Les Noe, Executive Vice President, Health Economics and Outcomes Research, Continuum Clinical. “From health economic modeling to observational research and patient registries, our Late Stage practice generates critical evidence of clinical, economic and humanistic value that is made actionable and persuasive in the hands of ApotheCom’s professionals. Working together we can truly strive to impact and improve on outcomes for our clients and their stakeholders.”

### **About ApotheCom**

ApotheCom is one of the leading medical communications agencies in the world as recognized in Medical Marketing & Media and MedAd News. Our clients include the largest and most successful pharmaceutical and biotechnological brands as well as innovative new brands from smaller emerging companies. Our mission is to be an effective and proactive broker of collaborative and sustained engagement for the healthcare community to drive meaningful change and positive outcomes. We are powered by a single multi-functional, global team organized as specialized practice areas with deep expertise in therapy areas, market access and outcomes, stakeholder relations, content creation and channel dissemination. For more information about ApotheCom, please contact Nathan White at [nathan.white@apothecom.com](mailto:nathan.white@apothecom.com) or visit [www.apothecom.com](http://www.apothecom.com).

### **About Continuum Clinical**

Continuum Clinical uniquely balances science and strategy, accelerating both clinical and commercial development. Formed in 2014 with roots extending back over 30 years, Continuum Clinical includes more

than 120 full-time staff and expanded support from a team of clinical research and creative marketing professionals, health economists, data managers, clinical enrollment specialists, statisticians and medical communications experts. For more information about Continuum Clinical, please contact Les Noe at [Inoe@continuumclinical.com](mailto:Inoe@continuumclinical.com) or visit [www.continuumclinical.com](http://www.continuumclinical.com).

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