



## PRESS RELEASE

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**Alliance Healthcare Information and Ashfield Healthcare provide a new service to the Pharmaceutical Industry.**

Alliance Healthcare Information and Ashfield Healthcare, part of United Drug plc, has announced the launch of an exciting and integrated marketing service, **Physician Reach**.

Using a tailored approach, **Physician Reach** allows pharmaceutical companies to make use of a number of channels and adapt the message delivery to the needs of the individual physicians, practices and healthcare professionals.

**Physician Reach** uses Contract Sales Professionals, Concierge Services for physicians and their patients, field and office-based Nursing Services, e-detailing and tele-detailing. It also provides database management and fulfilment services.

Alan Horgan, Chief Executive Officer, Ashfield Healthcare LLC., "Both companies are part of the Contract Sales and Marketing Services Division of United Drug plc so using shared skills and resources means we can provide a competitive service to our customers and reduce the complexity at the same time."

Alliance Healthcare Information, LLC provides marketing services to the healthcare industry. Using highly qualified, healthcare professionals in a state of the art communication center in Pennsylvania, Alliance provides vital medial affairs support, as well as database and fulfilment support to the US pharmaceutical and Biotech companies.

Ashfield Healthcare, is the sister company of Ashfield In2Focus, the UK's largest provider of Contract Sales and Nurse Teams. Having successfully brought the service to the US, Ashfield Healthcare is rapidly expanding on the back of a number of contract wins and looking to change the face of Contract Sales in the US.