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FOR IMMEDIATE RELEASE

### **Tom Campbell of Healthy Advice® Networks is Named as One of the 100 Most Inspiring People in the Life Sciences Industry** *PharmaVOICE Annual List Recognizes Top Industry Leaders*

CINCINNATI, OH. (August 10, 2010) *Healthy Advice*® Networks, the nation's leading provider of points-of-care health-education programs for consumers and physicians, is pleased to announce that Tom Campbell, Executive Vice President, Program Management and Development, has been recognized as one of the 100 most inspiring and motivating people in the life-sciences industry as identified by PharmaVOICE readers in the July / August issue.

As PharmaVOICE Editor Taren Grom writes in her Letter from the Editor, "It is our extreme pleasure to once again be able to pay tribute to the men and women who are driving change, providing guidance, and fostering relationships to position the industry in the best way possible to serve the ultimate stakeholders: patients. This special issue, now in its sixth year, has become a must-read and one of the most-anticipated publications of the year."

Mike Collette, CEO of *Healthy Advice* Networks, commented, "We are so pleased that PharmaVOICE recognized Tom for his ability to see changing industry dynamics as opportunities, not obstacles. Tom saw physician access decreasing, even as the need for timely, relevant information increased. It was his vision, his passion and his pioneering spirit that culminated in the development of *PracticeWire*®, the only product in the physicians' back office delivering critical health information all day, every day. Physicians have enthusiastically embraced *PracticeWire* for filling an unmet need and pharmaceutical sponsors have found a compelling and effective way to get their brand message in front of physicians."

"I am honored to be recognized by PharmaVOICE and to be among such an elite group of industry leaders," added Tom Campbell. "*PracticeWire* is the result of the hard work of my colleagues and their painstaking commitment to excellence, as well as the invaluable input from physicians in our beta testing. Their insights and recommendations were critical to the development of *PracticeWire* and helped ensure that it delivered significant value to physicians and their practices."

*Healthy Advice* Networks is the largest and fastest growing health information company in the industry. The company delivers patient-education programs in primary care, cardiology, women's health, pediatric, gastroenterology, urology, dermatology, and rheumatology practices. This year *Healthy Advice* Networks launched another primary care network, as well as several new programs targeted to both physicians and patients.

#### **About *Healthy Advice*® Networks**

The mission of *Healthy Advice*® Networks is to help consumers and healthcare professionals make more

informed health decisions by providing trusted, relevant and easy-to-understand health information when and where they need it. Over 53,000 primary care and specialty physicians throughout the U.S. have chosen *Healthy Advice* products for their patient-education needs. *Healthy Advice* Networks is the largest and fastest growing health-information company with programs in the physician waiting room, exam room and back-office. The award-winning programs are sponsored by leading pharmaceutical and health and wellness brands. For sponsors, *Healthy Advice* programs provide a proven way to educate patients and physicians at the time treatment decisions are being made.

For more information, visit the web site at <http://www.HealthyAdviceNetworks.com>.

### **About the PharmaVOICE 100**

Established six years ago by PharmaVOICE magazine, the PharmaVOICE 100 is an annual list of individuals recognized for their positive contributions to the life-sciences industry.

The distinguished honorees are nominated by thousands of PharmaVOICE readers. The PharmaVOICE 100 are selected based on well-crafted and comprehensive essays describing how individuals inspired or motivated our readers or affected positive changes within their companies, communities, and the industry at large, as well as other factors, such as community and philanthropic activities.

The PharmaVOICE 100 represent a broad cross section of industry sectors, including pharmaceutical, biopharmaceutical, biotechnology, contract research, clinical trial, research and development, patient education, patient recruitment, advertising, regulatory, technology, and many others. Furthermore, the leaders chosen as this year's most inspiring representatives within the industry have accomplishments that are diverse; this group of thought leaders contribute to the growth and well-being of not only their companies, but to their communities as well as varied industry associations.

### **About PharmaVOICE**

PharmaVOICE is expressly written and designed to deliver the views, opinions, and insights of executives who are shaping the direction of the dynamic life-sciences industry. PharmaVOICE reaches more than 17,500 readers every month in print and 70,000 with its digital edition.

PharmaVOICE's unique horizontal editorial approach cuts across industry silos, providing a holistic overview of the life-sciences industry, addressing a range of topics from molecule through market. By engaging compelling personalities from diverse industry sectors, PharmaVOICE provides multiple perspectives on business challenges, trends, and topics. Editorial content sparks dialogue, initiates debate, and opens the lines of communication to facilitate and improve business-to-business relationships.

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