



**STRONGER  
TOGETHER**

**The 2023 Sharing Conference™**

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Marriott Marquis Marina

San Diego, CA • April 30 - May 2

## Case Study Announcement

Sharing Conference™ Sponsor **RxS** is proud to announce their participation in this year's Case Study Program with the submission:

### One Pharma's Digital Revolution Pays Dividends

A "Top 25" pharmaceutical company wanted to expand their marketing presence to provide a digital channel for interactions with Healthcare Professionals. It was important for this new digital channel to complement their existing personal and non-personal promotional activities. As such, the platform had to be innovative and transformational but not disruptive to the Sales Representative and Healthcare Provider relationship. The platform also had to have the capability to be the central repository and primary internet source for their provider's prescription sampling and promotional needs.

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**To receive the full case study and learn the results, visit RxS booth #5.**

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RxS is a woman-owned service company enabled by technology and dedicated to empowering healthcare success. It was founded by industry leaders in sample management who recognized that existing market offerings did not provide an integrated multi-channel solution. Our team has worked on both the services and brand sides of the business, with hands-on experience providing patient care, developing innovative technologies, and managing projects in regulated industries with solutions rooted in technology and focused on compliance. We provide tools that help clients develop, launch, promote, and extend the life of their portfolios and products.

For more information, please visit [www.rxsinfo.com](http://www.rxsinfo.com).

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