



Natasha Alam Appointed to SVP of Client Delivery Operations

LIBERTYVILLE, Illinois (December 8, 2009) – Natasha Alam was recently appointed to Senior Vice President of Client Delivery Operations at Physicians Interactive, responsible for Project Management, Creative, Editorial, and Customer Service departmental operations.

Ms. Alam previously served as Vice President of Client Services at Medsite, a biotechnology and pharmaceutical marketing firm. In 2006, she was part of the team that successfully integrated Medsite and WebMD, where she served as the Senior Director for WebMD's Promotional Client Services, Creative, and Client Applications Departments.

Prior to PI, Ms. Alam served as Vice President at Grey Healthcare Group in the Interactive Department, serving as a digital strategist for both consumer and professional brands. Before working in the interactive industry, she was employed at Memorial Sloan Kettering Cancer Center as a Clinical Assistant in their GU department, where she assisted with outpatient treatments.

Ms. Alam is also a volunteer for the Leukemia and Lymphoma society, a multiple marathon finisher, spokesperson for the Lance Armstrong Foundation, and in 2005 was a recipient of the HBA rising star award.

She graduated from Sweet Briar College, in Virginia, with an Interdisciplinary Major in the Philosophy of Cultural Identity with minors in Chemistry and Biology. She also received a master's degree in Biotechnology from Columbia University in New York.

About Physicians Interactive

Physicians Interactive is an unmatched digital sales and marketing partner for life sciences companies that interacts with health care professionals (HCPs) wherever they are—through their desktop or laptop, via mobile devices, and at the point of care. Physicians Interactive has developed a foundation of user-generated, proprietary and public data that powers a networked suite of transactional applications, including eSampling, interactive learning programs and mobile solutions. Physicians Interactive is owned by Perseus LLC, a merchant bank and private equity fund management company. For more information about Physicians Interactive, visit www.physiciansinteractive.com.