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Devin Paullin of Physicians Interactive named to *PharmaVOICE* 100 List of Inspiring Life Sciences Leaders

Marlborough, MA (August 4, 2010) – Citing his leadership in the field of pharmaceutical marketing innovation and physician education, *PharmaVOICE* magazine has named **Devin Paullin**, Executive Vice President of New Business Development at Physicians Interactive Holdings (PIH), to its list of the 100 Most Inspiring People in the life sciences sector.

At 38, Paullin already is widely respected as an industry innovator in the health care and pharmaceutical field. At PIH, he is committed to building value and connections between health care professionals and life sciences companies through online, mobile and electronic health record (EHR) channels.

Paullin may be best known for creating online “eDetailing” in 1995, in response to physicians’ need for more convenient access to drug information. The experience inspired Paullin to search out new ways to help clinicians receive information on their time and their terms. In 2007, he spearheaded the first partnership to integrate online drug sample ordering with ePrescribing software. He later launched *Patients Interactive* with Allscripts Healthcare, enabling physicians to “prescribe” patient education programs electronically at the point of care using electronic health records, thus broadening the physician’s ability to treat the patient beyond the office walls. Paullin also led the deployment of the first international online education platform that helped clinicians in 11 countries gain access to education programs and insight surveys.

Today, Paullin is a nationally recognized expert in helping life sciences companies better understand and adapt to medical professionals’ needs, particularly in the wake of national health reform, mobile technologies, EHR expansion, and ePrescribing. Paullin recently relocated from Chicago to Raleigh, North Carolina, where he lives with his wife, Beth, and their two sons.

“At the outset of any given day, Devin could be devoted to an eDetailing opportunity only to shift a few hours later to exploring a potential acquisition and later be working with our EHR partner to explore the development of a mobile app,” said Donato Tramuto, CEO and Vice Chairman of Physicians Interactive Holdings who appeared on last year’s *PharmaVOICE* 100 list. “He is truly an executive for all seasons, and I’m very fortunate to him as a member of my team.”

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About Physicians Interactive

Physicians Interactive is the leading digital sales and marketing partner for life sciences companies seeking to reach physicians and other health care professionals. Through a proprietary platform that provides services including eDetailing, eSampling, clinical updates and online communities, PI complements life science companies’ offline strategies while providing digital tools that help health care professionals meet the needs of their patients. For more information about Physicians Interactive, visit www.physiciansinteractive.com.

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