



FOR IMMEDIATE RELEASE

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**N-SITESM Launches Mobile Marketing Product Set to Revolutionize Communications and Engagement
for Biopharmaceutical Firms and Healthcare Providers**

ATLANTA -- The **Network for Scientific Interaction, Training and Education, LLC (N-SITESM)**, a digital strategy and marketing company that helps clients connect to target customers through inspired engagement, announced today the launch of **P.E.E.R.-vs-PEERSM**, a revolutionary mobile communications and marketing tool designed to transform the way biopharmaceutical firms and healthcare providers exchange vital clinical knowledge. **P.E.E.R.-vs-PEERSM's** application in the biopharmaceutical and healthcare arenas is unprecedented in its ability to fuel the exchange of relevant intelligence between key clinical and collegial groups that can then immediately consider, question, discuss, and employ that information in both the patient care and research and development settings.

Clinically relevant case studies are the foundation of **P.E.E.R.-vs-PEERSM's** application. Case studies in specific areas of clinical focus are presented to healthcare constituents and through a series of questions, Key Opinion Leader (KOL) perspectives and access to additional content delivered within clinical context; participants are empowered to learn and seek out additional information. Because **P.E.E.R.-vs-PEERSM** allows clinicians, physicians, and other members of a healthcare team to connect, consult, and compare treatment approaches in real time on their own mobile devices, tablets, or personal computers, it has unparalleled utilizations in educating and equipping physicians to make informed treatment choices.

In an environment in which stakeholders face a shortage of time and funds, and information streams are excessive and time consuming to navigate, **N-SITESM's** new product is characterized by its ease of use, timely feedback, and efficient format that clearly presents the latest information on biopharmaceutical treatment options. With **P.E.E.R.-vs-PEERSM**, healthcare professionals can minimize the time they spend researching and initiating critical connections on their own and instead maximize time spent on patient outcomes.

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“Quite often I do not have time to meet with sales representatives, making it difficult to stay abreast of all of the treatment options available to me and my patients,” commented Dr. Andrew Buresh, a Scottsdale, Arizona-based MD and FACP. “Internet searches are time consuming and, more often than not, result in frustration and confusion. **P.E.E.R.-vs-PEERSM** not only provides me with the information I need, but does so in a manner that is quick and clinically relevant.”

Biopharmaceutical companies that offer **P.E.E.R.-vs-PEERSM** to healthcare providers like Dr. Buresh will differentiate themselves by delivering an innovative access point for important brand-specific content and inspired, on-going engagement with peers and KOL’s. **P.E.E.R.-vs-PEERSM** extends the reach and activates engagement between users, extending the dialogue, diversifying learning, and leading to more educated clinical decisions. **P.E.E.R.-vs-PEERSM** is customizable and designed to support traditional marketing and research and development activities such as satellite broadcasts, speakers bureaus, and corporate symposia, all of which are also offered by **N-SITESM**. Robust geo-reporting with behavior and intent metrics by brand are also available.

“It’s imperative in today’s market that biopharmaceutical organizations incorporate strategies and tactics that bridge the gap between personal and non-personal promotion with the goal of establishing and reinforcing a brand’s connection to its target customers,” explained Kurt Janson, **N-SITESM**’S chief business development officer.

“Biopharmaceutical companies often dedicate a significant portion of marketing budgets to traditional activities without an effective plan or avenue to continue the dialogue with participants and users. **P.E.E.R.-vs-PEERSM** changes that, allowing a company to distinguish its brand, its products, and its sales representatives in ways that are invaluable to the company and its clients.”

In addition to **P.E.E.R.-vs-PEERSM**, **N-SITESM** offers a variety of traditional and technologically innovative products and services for peer collaboration, education, training, and strategy development to the healthcare industry. Co-founded by Dr. Joe Allegra, Shae McBride, Tim Gatzulis, Kurt Janson, and Robert A. Miller, **N-SITESM** is a full-service company with offices in Atlanta, GA and Rochester, MI was established to fill the growing need placed on bio-pharmaceutical companies to effectively design and deploy a digital strategy and accompanying tactics that facilitates efficient



communication and provides immediate access to clinically relevant data from experts and peers throughout the global healthcare system. The expertise of the five managing members of

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N-SITESM represents years of immersion and success in research, drug development, and clinical practice in oncology, as well as business management, constituent education, technology, and sales and marketing experience across the healthcare spectrum.

For more information on **P.E.E.R.-vs-PEERSM**, **N-SITESM** or its products and services contact Kurt Janson, Chief Business Development Officer at 1-800-725-6748 or Janson@nsitegroup.com.

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