



## **Compass Healthcare Communications a Lead Sponsor at Pharmaceutical Summit April 4-5**

PRINCETON, N.J., March 28, 2006 – Compass Healthcare Communications, a full-service online marketing firm, today announced it is a lead sponsor for the annual Pharmaceutical Marketing and Sales Summit to be held April 4 and 5 at the Hyatt Regency in New Brunswick, N.J. This year's event consists of six areas of interest to drug companies.

Peter H. Nalen, Compass president and CEO, will chair the Emerging and Early Stage Companies track and will lead the session "Product Launches: Pre and Post Launch Marketing Strategies" on the first day of the event at 3:30 - 4:30 p.m.

Kristen M. Keller, Compass vice president of Client Services, will lead a panel in the Strategic Pharmaceutical Marketing and Branding track. The session "What Direction will DTC (direct to consumer) take in 2006?" will be held from 8:00 – 9:00 a.m. on the second day of the event.

The Pharmaceutical Marketing & Sales Summit is among the industry's largest annual gatherings of executives from pharmaceutical companies and the service provider community. The conference is multi-tracked to provide coverage of many topics. This is the first time the summit will include a track focused on marketing for emerging and early-stage companies, an industry segment in which Compass specializes.

"These types of companies have distinct marketing challenges, which we will discuss during this two-day summit," said Nalen. "After identifying target audiences for their brands, emerging and

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early stage companies must develop strategies to make their brands stand out, often with relatively limited resources.”

“Compass has developed expertise in customizing marketing strategies for emerging and early stage companies and we are glad to sponsor this summit that will draw attention to the needs of these companies and explore solutions for them,” Nalen noted.

An estimated 400 to 600 executives from pharmaceutical and related industries are expected to attend the event, which is organized and run by New York-based Strategic Research Institute.

The six focus areas of the summit are: Pharma Compliance for Marketing & Management; Pharma Marketing for Emerging & Early Stage Companies; Pharma Sales Force Productivity; Patient Level Data – Better Outcomes for Better Brand Performance; Integrating Patient Compliance – Plugging the Hole in the Bucket; and Strategic Pharmaceutical Marketing & Branding. More information about the summit is available at [www.srinstitute.com](http://www.srinstitute.com).

Based in Princeton, N.J, Compass Healthcare Communications ([www.compasshc.com](http://www.compasshc.com)) is an online marketing agency serving the pharmaceutical, biopharmaceutical and medical device industries exclusively. The Compass team helps healthcare clients achieve their marketing goals through effective use of the Internet.

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