

RxPrism Wins MarCom 2017 Platinum and Gold Awards for Creativity and Digital Innovation in Marketing and Communication

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RxPrism Health Systems Pvt. Ltd. has received **three Platinum** and **two Gold** statuettes along with **three Honorary Mentions** for the year 2017 from **MarCom, the Association of Marketing and Communication Professionals (AMCP)**. RxPrism has won these awards for their creative excellence and superlative digital innovation in marketing and communication.



RX PRISM
Impact Your Brand Perception

The award details can be found at <http://enter.marcomawards.com/winners/>.

This is not the first time RxPrism has been recognized by **MarCom**. Over the years, the company has been repeatedly acknowledged and rewarded for its creativity and digital innovation by numerous international forums, such as **RxClub, MarCom, Hermes, Webby, and New York Festivals®**.

For its distinguished efforts at digitizing the marketing approaches of pharmaceutical and life science companies across the world, RxPrism has been named the *Entrepreneur of the Year* by **CIO Review** and **Indian Achievers Forum** in 2016 and 2017 respectively. From among the pharma players, the company was adjudged the winner of the **Innovation Factory Contest** held at Dubai in 2017 by MSD. Besides, RxPrism has been featured among the *50 best companies to work for* (**Silicon Review**), *25 fastest growing 3-D technology companies in India* (**The CEO Magazine**), *20 most promising healthcare technology providers in India* (**CIO Review**), *best digital healthcare marketing company of the year 2016* (**CIO Review**), and so on. Recently, **London & Partners**, the official promotional agency of the **Mayor of London**, declared RxPrism among the *20 most innovative and high growth companies with global aspirations in India*. As an **India Emerging 20 (IE20) winner**, RxPrism received the unique opportunity to participate in key events at the **London Tech Week** in June 2017.

Dr Maruthi Viswanathan, Founder & CEO, RxPrism, said, "Besides testifying our efforts, such awards propel us to raise the bar in creative and innovative excellence higher and higher."

About RxPrism

A digital healthcare marketing and customer engagement strategy and solutions provider, the company was established in September 2013 in Bangalore, INDIA. In 2014, RxPrism opened its subsidiaries in the USA and UK. In the same year, the company expanded its footprint to Singapore, Japan, and the UAE.

RxPrism has a unique blend of people from digital, scientific, creative, marketing, and technical backgrounds with a very strong domain understanding and experience in life science and healthcare spaces across the globe.

RxPrism partners with the giants in the healthcare industry (B2B) and helps them achieve commercial excellence by providing digital services and products through a cost-effective global hybrid (onsite-offshore) delivery model. RxPrism also focuses on consumer healthcare technology (B2C) with the global vision of changing the way patients

and healthcare providers engage, communicate, share knowledge and information, and manage problems through next-generation innovative global platforms.

RxPrism's service areas include medical communication, marketing communication, medical and patient education, sales force training, and other commercial activities, which yield superior customer engagement experience to their clients.

RxPrism's products are first-in-class, cloud-based platforms that include remote detailing, virtual detailing, virtual congresses, and analytical platforms for sales force. These platforms allow medical representatives (MRs) and medical science liaisons (MSLs) log on to a virtual space using his/her avatar, and connect and interact with any doctors across the globe, thereby facilitating pharma companies reach many physicians virtually even with smaller field forces. This enables the pharma companies to reduce their on-field marketing cost and thereby the overall pricing of the brand to their consumers. For more info, visit <http://www.rxprism.com>.

About MarCom

MarCom Awards honors excellence in marketing and communication while recognizing the creativity, hard work, and generosity of industry professionals. Since its inception in 2004, MarCom has evolved into one of the largest, most-respected creative competitions in the world. Each year about 6,000 print and digital entries are submitted from dozens of countries. MarCom is administered by the Association of Marketing and Communication Professionals. The international organization, founded in 1995, consists of several thousand marketing, communication, advertising, public relations, digital, and web professionals. AMCP administers recognition programs, provides judges, and rewards outstanding achievement and service to the community. Entrants are not charged entry fees for work they perform pro bono for non-profits. In the past few years alone, AMCP has contributed more than \$250,000 to charitable causes.

The MarCom statuette has long been a majestic symbol of marketing and communication achievement. The custom-designed, hand-tooled MarCom graces the trophy cases of some of the top business and communication firms in the world. The iconic statuette is crafted by Society Awards, makers of the Golden Globes, Emmys, CLIOS, MTV, Academy of Country Music, and American Music Awards.

SOURCE RxPrism Health Systems Pvt Ltd