

JON FARLEY PRESENTS AT PHARMAMED MARKETING & MEDIA CONFERENCE

Community Analytics' COO Speaks on Improving Physician Access by Connecting with the Social Networks of Target Physicians

PRINCETON (September 2009) – Community Analytics' COO, Jon Farley, presented a session titled "Physician Access: Breaking Down Barriers to Communication" at the second annual PharmaMed Marketing & Media Conference. The goal of the conference, held September 23-24, 2009, was to provide solutions to the challenges healthcare marketing professionals face in the current economic climate as they design, launch and measure the effectiveness of their campaigns. To this end, Farley provided guidance on how to identify barriers to access and examine compliant strategies to overcome these barriers by connecting with the social networks of target physicians. He also discussed how to engage and educate physicians online and in-person for improved sales productivity.

The PharmaMed Marketing & Media conference is presented by *Med Ad News*. It brings mid level management in marketing & sales from the Pharmaceutical, Biotech, and Medical Device industries together to provide the tools and techniques needed to optimize marketing and sales efforts in these trying economic times. The audience consisted of a range of sales and marketing professionals.

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About the Med Ad News:

Med Ad News, launched in 1982, has been the magazine of choice for insight into successful business and marketing strategies. It is the pharmaceutical industry's leading authority on pharmaceutical business, product marketing, and sales.

About Community Analytics:

Community Analytics is an information services organization based on the principles of social networking. We understand human networks and the roles they play in the decision making process. We offer customer engagement solutions that deliver measurable results in an ever-changing and customer-driven business environment. Through a combination of proprietary research and analytical techniques, Community Analytics helps you uncover these networks and create strategies to connect these networks with your brand.

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