



Press Release

For Immediate Release

Contact:

KATHLEEN DALHOFF, Director of Business Development, Pharmafusion

PHARMAFUSION NAMED PM360 TRAILBLAZER AWARD 2022 SILVER WINNER FOR ARTIFICIAL INTELLIGENCE / DATA ANALYTICS INITIATIVE

[PHILADELPHIA, PA, SEPTEMBER 26, 2022 — *PM360*, a leading trade magazine for marketing decision makers in the pharmaceutical, biotech, medical device, and diagnostics industries, has named Pharmafusion as the Artificial Intelligence/Data Analytics Initiative Trailblazer Awards 2022 SILVER winner.

Pharmafusion Founder and CEO, Jonathan Retano, created a system that combines dozens of data sets to create an ecosystem where teams can better navigate intricate data. The platform is designed around an interactive portal that creates a synergy between human intelligence and technology's current algorithmic formulas, artificial intelligence, and third-party vendors.

"We are honored that PM360 has chosen us as one of their Trailblazer Winners. Our concept is simple: a turnkey pharma analytics platform that has all the data, fused with commercialization, analytics and data management expertise," said Founder and CEO Jonathan Retano.

"It seems the concept is resonating with the industry. As much as this award means to us, it also means a lot to us when our clients share with us stories of how much time they save, how much better they have been able to do their jobs and how much better they have been able to advance the business."

Since 2009, the *PM360* Trailblazer Awards have recognized outstanding achievement and innovation in healthcare marketing. Each year, nominations are judged by the *PM360* Editorial Advisory Board, a distinguished cross-section of industry experts. Initiatives are selected in 16 distinct categories. Both Silver and Gold winners were selected in each category for their ability to stand out in the complex, ever-changing healthcare environment, and were judged on content, format, success in reaching the targeted audience, and overall quality.

“Marketers increasingly face new challenges to reach their audiences with messages that resonate, whether that is an oversaturated market, rising consumer expectations, or even a worldwide pandemic,” says Anna Stashower, CEO and Publisher of *PM360*. “But each of our Initiative Award winners are a prime example of how to overcome those challenges through creativity, ingenuity, and a willingness to better understand healthcare professionals, patients, and payers to better deliver an experience that matches their wants and needs.”

In total, 72 winners were named across eight overall categories: Companies of the Year, CEOs of the Year, Products of the Year, Marketer of the Year, Marketing Team of the Year, Lifetime Achievement, Brand Champions, and Initiatives. The winners were honored during a gala on September 22, 2022 held at Gotham Hall in New York City. The winners will be featured in the October issue of *PM360* and on www.pm360online.com.

#

About *PM360*

PM360 is the premier, must-read magazine for marketing decision makers in the pharmaceutical, biotech, diagnostics, and medical device industries. Published monthly, *PM360* is the only journal that focuses on delivering the full spectrum of practical information necessary for product managers and pharmaceutical marketing professionals to succeed in the complex and highly regulated healthcare environment.

The journal’s targeted and insightful editorial focuses on issues that directly impact critical decision making, including: Planning and implementation of cutting-edge strategies, trends, the latest technological advances, branding/marketing, advertising/promotion, patient/professional education, sales, market research, PR, and leadership. Additionally, the “360” in the title signifies the span of this critical, how-to info with personal and career insights for an enjoyable and thought-provoking read.

By providing the full circle of enriching content, *PM360* is truly an indispensable tool for busy and productive marketing professionals to stay at the top of their game.