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**HEALOGIX CEO HARRIS KAPLAN NAMED TO PHARMAVOICE 100**

*Industry Veteran Honored for Inspirational Leadership and Entrepreneurship*

HORSHAM, PA – August 4, 2011 – [Healogix](#), a full-service, custom marketing research consultancy for the pharmaceutical and biotechnology industries, announced today that CEO Harris Kaplan has been honored as one of the PharmaVOICE 100, an annual list from *PharmaVOICE* magazine of the most inspiring people in the life science industry. A pharmaceutical industry veteran for more than 30 years, Kaplan was recognized for his positive contributions to the industry, most notably in guiding research and development efforts and positioning drug launches for more than 75 new drugs, including such blockbusters as Crestor, Rituxan, Nexium, Lipitor, Norvasc, Seroquel, Viagra, and Herceptin.

Kaplan first entered the healthcare world as a marketing and strategic planning analyst at ICI Americas, now AstraZeneca. Five years later, he joined Becton Dickinson to become one of the youngest market research directors in the industry. Kaplan later co-founded Migliara-Kaplan Associates, which grew to be the largest custom research business serving the healthcare industry. After Migliara-Kaplan was acquired, he cofounded Cozint, the industry's first research company to leverage the web for conducting physician interviews.

Foreseeing the pharmaceutical industry's inevitable entry into a period of disruptive change and the need for a new approach to marketing research, Kaplan founded Healogix in 2004. Kaplan knew that, rather than simply providing data using traditional marketing research methods, marketing research agencies would have to provide integrated customer insights across multiple stakeholders and touchpoints. With these guiding principles as the driver, Healogix is now well on its way to becoming one of the industry's premier marketing research firms.

"Harris has left an indelible mark on this industry, with his fresh, yet practical approach to solving some of our industry's most difficult challenges," said Tim Edbrooke, Chief Business

Officer, Healogix. “His entrepreneurship and dedication to making marketing research meaningful and actionable has inspired many of us in the industry.”

Established seven years ago, the PharmaVOICE 100 honors leading executives from across the life science industry that have been nominated by *PharmaVOICE* readers. A panel of editors selects the winners based on the ability to inspire and motivate their peers, as well as their personal accomplishments, and their community and philanthropic activities.

“The PharmaVOICE 100 are individuals who think outside the box, pioneer new paths to success, and inspire their colleagues in the industry; they translate industry issues into opportunities and take the time to mentor the next generation of leaders in the life sciences arena,” said Taren Grom, editor-in-chief and cofounder of PharmaVOICE. “We are extremely pleased to recognize these 100 individuals in the July/August issue.”

### **About PharmaVOICE**

PharmaVOICE is expressly written and designed to deliver the views, opinions, and insights of executives who are shaping the direction of the dynamic life sciences industry. PharmaVOICE reaches more than 17,500 readers every month in print and more than 65,000 through its online version, which contains original exclusive bonus content. PharmaVOICE’s unique horizontal editorial approach cuts across industry silos, providing a holistic overview of the life sciences industry, addressing a range of topics from molecule through market. By engaging compelling personalities from diverse industry sectors, PharmaVOICE provides multiple perspectives on business challenges, trends, and topics. Editorial content sparks dialog, initiates debate, and opens the lines of communication to facilitate and improve business-to-business relationships. PharmaVOICE's multiple-perspective and in-depth original forums, feature articles, topics, and departments are audience-driven. PharmaVOICE provides executives with useful peer-to-peer insights on a broad range of business practices and topics to wide range of life science sectors.

### **About Healogix**

Based in Horsham, Pennsylvania, Healogix is a strategically-focused research-based consultancy for the pharmaceutical and biotechnology industries. Staffed by senior-level, seasoned consultants, Healogix was founded to meet the needs of executives facing real development and marketing decisions: early stage opportunity and product assessment, licensing and valuation, message optimization, segmentation, pricing and market access, brand rejuvenation and life-cycle management. For more information, please visit [www.healogix.com](http://www.healogix.com).