



For Immediate Release

Ron Pasko joins HCP Concierge as Senior Vice President

Key hire to support company expansion

WEST CONSHOHOCKEN, Pa., April 4, 2016 -- HCP Concierge LLC, a Marketing Logistics Organization that provides health care professionals (“HCPs”) with a better option to access the information and resources they value from pharmaceutical companies, announced today that Ron Pasko has joined the Company in the newly created position of Senior Vice President. In this role, Mr. Pasko will lead business development efforts and contribute to general corporate management.

“We are thrilled to have Ron join HCP Concierge as we continue to advance and grow the business,” said Mike Luby, Founder and CEO. “His deep industry knowledge and commercial experience will be invaluable to both us and our clients. This is an exciting time for the Company, as we move to expand from our successful regional pilots to a national scope,” Luby added.

Ron Pasko is an accomplished pharmaceutical and life science services executive who brings over 25 years of commercialization and business development experience to HCP Concierge. Ron most recently served as the Vice President, Business Development, Commercial and Sales Services for PDI-Inc., a leading provider of outsourced contract sales teams and commercial services for biopharmaceutical, medical device, and diagnostics companies. During his tenure, he was also responsible for the development and launch of PDI-BioPharma, LLC, the full-service product commercialization subsidiary of PDI, Inc., as well as leading the build out of PDI’s commercial analytics function. Prior to PDI, Ron held senior business development and marketing roles with Cardinal Health, TargetRx, Pharmacia, and Knoll Pharmaceuticals. He holds a BS Medical Administration from Kean University.

About HCP Concierge

HCP Concierge is a *Marketing Logistics Organization* that is (R)evolutionizing the pharmaceutical industry’s approach to physician engagement. Utilizing our unique “logistics”- oriented marketing approach, we’ve fundamentally changed the engagement with Health Care Professionals “HCPs”. We engage with HCPs in a manner that is very different from traditional sales and multi-channel marketing efforts. HCP Concierge was formed to provide HCPs with a better option to access information and resources they value most from pharmaceutical companies while providing much needed efficiency to the process. It begins with our “Service Specialists”, who are professionally trained and welcomed as a valued and trusted resource in the HCP office. We then support them with tools and technologies that deliver significant efficiencies and economies versus the traditional sales and multi-channel models being utilized today. The result is a new approach - no sales pitch,



no "push", but instead a professional Service Specialist, who like the Concierge at a hotel, is there to serve.

The result is a more HCP-friendly approach that provides clients with effective, efficient outreach to the targets they value most with proven ROI. We believe we have created an Engagement (R)evolution. For more information, please visit www.servehcp.com.

Source: HCP Concierge

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