

For Immediate Release

Contact: Bill Cooney,
847-440-9555,
Bill.cooney@medpt.com or
Amy Grossman,
215-493-1045,
amy@grossmanpr.net

COMPANY REBRANDS TO MEDPOINT DIGITAL

Evanston, Illinois – MedPoint Communications Inc. has changed its name to MedPoint Digital Inc. to better reflect its evolution into a leading digital channel provider to the bio/pharma industry.

According to CEO Bill Cooney, “For 21 years, MedPoint has been an innovator of digital solutions, from virtual meetings to specialty ePortals, and now mobile devices. We’ve transformed our business, and our new identity name is a better match with our digital focus.”

“We want our marketing clients to know that we complement, instead of compete with, the medical communications agencies that develop their creative and scientific content. In fact, several med comm companies have become important partners and customers of MedPoint Digital. They recognize that we’re digital channel specialists and great team players,” says Cooney.

He added, “On the research side of our business, our core services surround training study sites via virtual meetings and online modules. We’ve also developed new technologies to support study document exchange, rater training and clinical ePortals. The common thread among all our services is that they’re specialized digital platforms.”

MedPoint Digital moved last fall to a location that is better equipped to serve its technology mission. The headquarters, just off the campus of Northwestern University, incorporates an advanced data center, expanded digital media production suites, a 26-seat conference center, executive offices and work stations for 72 people.

“This upgrade enables MedPoint Digital to operate from a foundation of superior technology, including servers, networks, bandwidth, wireless and fail-over systems,” said Cooney. “Our investment in infrastructure, along with our new identity, positions MedPoint for rapid growth in a global marketplace.”

###

About MedPoint Digital

Headquartered in Evanston, Illinois, MedPoint Digital provides specialized digital services to the global bio/pharma industry. Since its founding in 1990, MedPoint Digital has become an acknowledged innovator of digital channels and platforms, including pioneering services in virtual meetings, online modules, and custom ePortals. Today, MedPoint Digital incorporates divisions serving the special needs of medical product marketers and clinical research programs, offering its clients a wide array of digital solutions for mission-critical activities. For more information, contact Bill Cooney, CEO, at 1-847-869-4700, or bill.cooney@medpt.com, or visit www.medpt.com.