



# informed

medical communications

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Informed Medical Communications (IMC) is an interactive medical information services provider to the biopharmaceutical industry, delivering targeted healthcare programming through alternative marketing channels. IMC's goal is to improve the dialogue between patients and physicians and to provide insight and intelligence for brand messaging. The IMC network includes: The Peer Group: the market leader in interactive, moderated physician programs and discussions; HealthTalk: A leading online community for chronically ill patients and caregivers featuring weekly live broadcasts on HealthTalk.com, multimedia community support tools and rich media content that informs and empowers patients and caregivers adjusting to life with serious medical conditions; RxDialogue: a relationship marketing company that develops live and Web-based promotional programs for patients and physicians; and MRxHealth: a market research and consulting firm that provides insights into the communication dynamic between physicians, patients, and payors, allowing for a deep understanding of key drivers and barriers in the marketplace.

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