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## New Service Combines Wolters Kluwer Pharma Solutions' Scientific Writing and Publishing Expertise

### *Emblematic of the Growing Importance of 'Glocalization'*

BRIDGEWATER, N.J. (April 19, 2010) - Wolters Kluwer Pharma Solutions, Inc., a leading provider of scientific information and analytics to professionals in the pharmaceutical and biotech fields, today launched a service that consolidates its global scientific writing and communications businesses. This offering, called [inScience Communications](#), capitalizes on the company's global scale combined with its unique local expertise.

"By consolidating our medical and scientific communications, we can provide strategic communications services on a global scale, while incorporating critical local expertise for customized programs geared to regional markets from the U.S. and Europe, to Asia and Latin America," said Bryce McMurray, General Manager, Global Medical Communications, Wolters Kluwer Pharma Solutions.

Wolters Kluwer Pharma Solutions has been a leading and trusted resource of international medical communications services and expertise for more than 40 years. The new offering features scientific writing services including manuscript writing and conference coverage as well as a variety of strategic communications, such as publication planning and meetings management. In addition, it utilizes a highly experienced health outcomes team skilled at helping clients address market access issues.

"Objectivity and clinical relevance are integrally important to what we define as good scientific communications," continued McMurray. "Since our approach has always been to focus on the science behind the medicine, the *inScience Communications* name is a natural way to express that philosophy and keep it as our key focus."

The new service harnesses the growing business trend of 'glocalization' by allowing clients to tap the company's 'glocal' capabilities, that is, the ability to offer a global perspective and meet the specific needs of each individual market. "We're able to combine global strategy with informed local tactics," said Diana Faulds, Global Editorial Director, Wolters Kluwer Pharma Solutions. "For example, we can put an article into context for a local market while still maintaining all of the objectivity and integrity of the original piece."

According to Faulds, this approach mirrors the structure of the company's clients, many of which are global organizations that market products from numerous regional and local offices located around the globe. The company makes these services available through its established offices in the United States; the United Kingdom and throughout Europe; in Mexico and other parts of Latin America; and in Australia, New Zealand and throughout Asia Pacific.

For more information, visit the company's website at [www.wolterskluwerpharma.com](http://www.wolterskluwerpharma.com).

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#### **About Wolters Kluwer Pharma Solutions**

[Wolters Kluwer Pharma Solutions, Inc.](#) (Bridgewater, NJ) provides clinical and healthcare data and analytics, leading medical publishing services, and market intelligence tools to professionals in the pharmaceutical, biotech, and medical device fields. The company's brands include [Adis](#), [Source](#)<sup>®</sup> and [VisionCare Group](#). The global publisher Adis, provides peer-reviewed journals promoting rational pharmacotherapy and effective patient management, and offers highly respected drug and clinical trials databases. A longstanding provider of market data and healthcare analytics, Source<sup>®</sup> offers a unique set of comprehensive patient and physician-level prescribing and usage data. VisionCare Group is a publisher of business and specialty publications and producer of conferences and e-media products targeting the vision market. For more information, visit [www.wolterskluwerpharma.com](http://www.wolterskluwerpharma.com).

The company is a wholly owned subsidiary of Wolters Kluwer, U.S., part of [Wolters Kluwer](#), a market-leading global information services company. Professionals in the areas of legal, business, tax, accounting, finance, audit, risk, compliance, and healthcare rely on Wolters Kluwer's leading, information-enabled tools and solutions to manage their business efficiently, deliver results to their clients, and succeed in an ever more dynamic world.

Wolters Kluwer has 2009 annual revenues of €3.4 billion (\$4.8 billion), employs approximately 19,300 people worldwide, and maintains operations in over 40 countries across Europe, North America, Asia Pacific, and Latin America. Wolters Kluwer is headquartered in Alphen aan den Rijn, the Netherlands. Its shares are quoted on Euronext Amsterdam (WKL) and are included in the AEX and Euronext 100 indices.

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