

PARSIPPANY, N.J., Oct. 3, 2013 /PRNewswire/ -- Strategic Edge Communications, the healthcare communications division of MD On-Line, Inc., has been named a winner in the 2013 PM360 Trailblazer Awards in the Interactive Marketing category for the company's vRep™ Interactive Sales Program. More than 800 applications were submitted this year to the awards program hosted by *PM360*, a monthly magazine for marketing decision makers in the pharmaceutical, biotech, and medical device industries.

Launched in September 2012, the vRep™ program provides the benefits a live rep offers, coupled with the efficiencies of a virtual platform. The program uses state-of-the-art technology to connect a sales rep face-to-face with targeted healthcare providers, granting clinicians the ability to coordinate rep visits across multiple locations so that all healthcare staff members can participate simultaneously.

"Innovation is vital to the success of our industry," said Jeff Meehan, MD On-Line CCO and founder of Strategic Edge. "With physicians feeling more pressed for time than ever before, pharma marketers must look to nontraditional means to reach out to those physicians most likely to listen. vRep™ offers the ability to engage customers in a meaningful, HIPAA-compliant, cost-effective way, while opening a new era in face-to-face detailing. This award embodies the visionary thinking and entrepreneurial spirit that we at MD On-Line strive for each and every day."

Entries are judged and winners selected by the *PM360* Editorial Advisory Board, a cross section of experts from across the industry. Winning entries were judged based on content, format, success in reaching targeted audience, and overall quality and were distinguished in their ability to stand out in the complex healthcare environment.

"The PM360 Trailblazer Awards recognize the industry's best companies, initiatives, and individuals," said Anna Stashower, *PM360* CEO and Publisher. "Winners take chances, explore never-before-tried tactics, and find new ways to relate to the industry. They display outstanding thinking, dedicated leadership, and a passion for improving patients' lives—they epitomize trailblazing."

Strategic Edge Named Winner in 2013 PM360 Trailblazer Awards

Written by Australian Business

Finalists were acknowledged and winners honored during a special reception at Gotham Hall in New York City

on

September 20

. Winners will be featured in the October issue of *PM360*

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About Strategic Edge Communications

Strategic Edge Communications (SEC) is the healthcare communications division of MD On-Line, Inc. Founded in 2000 by seasoned pharmaceutical executives with considerable experience in marketing, sales, and managed care, SEC is a full-service healthcare communications company whose mission is to create high-impact communications to drive success for their clients. As a strategic partner for over 2 dozen pharmaceutical, diagnostic, and medical equipment companies, SEC continues to expand its relationships and reputation for outstanding service, support, and innovation on new key channels such as the Instinctive Data and vRep programs. For more information, please visit www.strategicedge.com.

About PM360

PM360 is the premier source for information that product managers and pharma marketing professionals need to succeed in the complex, ever-changing healthcare environment. P
M360

offers invaluable perspective on important industry issues through a full-circle combination of how-to information and thoughtful career insights. The PM360 Trailblazer Awards span 5 categories, including Company of the Year, Lifetime Achievement, Marketer of the Year, Brand Champion, and Initiative Awards.

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