



Idis appoints new International Marketing Manager for Global HQ

Weybridge, Surrey, 26 May 2010: Idis has appointed Richard Greatorex to the position of International Marketing Manager. He will be based at the company's global headquarters in the UK and will be responsible for developing and managing the portfolio of Idis' products and services for the pharmaceutical and biotechnology industry. Richard joins from CSL Behring where he held the position of Regional Marketing Director – Western Europe (Vaccines) from 2006. He reports to Andrew Moody, CMO. In making the recruitment Moody said "Idis is a company that constantly searches for talent so that we can deliver our business today as well as tomorrow. Richard joins at a crucial time in Idis' global expansion and we are glad to have him on board."

Idis is the leading consultancy that partners with pharmaceutical and biotech companies across the lifecycle of drug development to meet the unmet medical needs of patients with critical illnesses responsibly and reliably through the development of global access management solutions. These solutions include Idis Named Patient Programmes (INPPs) and help healthcare professionals and patients access potentially life-saving drugs during various stages of the lifecycle, including the pre-approval stage, as well as developing industry-leading global strategies for clinical trial comparator procurement and mature brands and discontinuations.

This new appointment is one of several in recent months for Idis and reflects the company's continued success and global growth following bigger operational changes and a new strategic marketing approach introduced last year.

- ends -

About Idis

Idis is the leading consultancy that partners with pharmaceutical and biotech companies throughout the lifecycle of a medicine. From addressing the unmet medical needs of patients with critical illnesses responsibly and reliably through the development of global access management solutions, through to the management of discontinued or specialty products and clinical trial comparator solutions.

Idis global access management solutions are often delivered through the mechanism of Named Patient Programmes (NPPs) that help patients with no other treatment options to gain access to medicines that:

- Are still in clinical development and have yet to be approved
- May never be approved, but still have medicinal value for a very small population (for example, some orphan drugs)
- Are approved in one country, but not another
- Have been discontinued in a particular market
- Are an alternative to a drug discontinued globally

For over twenty years Idis has been at the forefront of developing global access management strategies for a diverse range of medicines at various stages of the product lifecycle, whatever the need or the regulatory complexities. Idis expertise and experience in developing access management solutions is unrivalled. Idis currently manages 80 programmes in over 140 countries on behalf of pharmaceutical and biotech companies and filed 500,000 requests for access from physicians and pharmacists in 2009 alone.

Idis' unique partnership approach enables the development of solutions that include tailored comparator management strategies for biotech and pharmaceutical companies; helping them successfully manage the procurement of comparator medicines for clinical development programmes and mitigate regulatory, operational, commercial and financial risks.

For more information please visit: www.idispharma.com.

About Richard Greatorex

Richard Greatorex has 13 years of experience in the pharmaceutical industry, with particular expertise in sales and marketing, product management and business development.

He joins Idis following his role as Regional Marketing Director – Western Europe (Vaccines) with CSL Behring. During this time he was responsible for securing CSL's UK influenza vaccine business before developing the strategic plan for the rest of Europe.

Previous appointments at Solvay Healthcare helped to develop his commercial and business acumen, gaining a vast amount of experience running the influenza business. He started in the industry with Innovex as a part time sales representative in 1997.

Richard joined the pharmaceutical industry having served 7 years in the Army with the Royal Corps of Transport and latterly the Royal Logistic Corps. During his time with the Armed Forces, he represented both the Army and Combined Services cricket teams.

For more information please contact:

Anthonia Aboyeji
Account Director
Ogilvy Healthworld Communications
Tel: 020 7108 6540
Email: Anthonia.Aboyeji@ogilvyhealthworld.com

###