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## New Facilitation Service from Hillside Communications Helps Pharmaceutical Companies Deepen Dialog with Medical Professionals

*--Strategic facilitation services provide objective feedback on formulary access, market segment messaging and product roll-out tactics --*

**Boulder, CO, September 18, 2007** – Hillside Communications, a medical education company, announced today new facilitation services to assist pharmaceutical companies in obtaining quality feedback from doctors and the medical community. Hillside combines strategic facilitation with data processing and analysis to help pharmaceutical executives capture responses from doctors and others present at independent consultant meetings.

With this service, Hillside's industry-leading facilitators bring open, honest discussion full-circle by giving executives timely access to objective analysis obtained from their consultants' meetings.

"Medical experts provide invaluable feedback from the field, given their extensive experience with patient illnesses and the drugs that treat them," stated Chris Hill, Hillside Communications Co-founder. "Our facilitators draw from their deep expertise in the pharmaceutical and healthcare industries to quickly uncover the core issues supporting drug improvement and healthcare education."

"In the ever changing and highly competitive pharmaceutical market, we encourage our clients to maintain open communications with medical professionals," said David Gottlieb, SVP Account Director, The Selva Group. "We partner with Hillside to understand the clinical considerations and uncover important diagnostic and treatment issues faced by healthcare professionals, and are able to provide concise, accurate interpretation of this important feedback to our clients."

Hillside Communications has been providing educational support for product launches, CME, and clinical trials for over 10 years. Its educators draw on experience in education and the field, focused specifically in the areas of strategic communications, medical education and adult learning.

### **ABOUT HILLSIDE COMMUNICATIONS**

Hillside Communications is a medical education company, providing tailored products and services to support critical communications within the pharmaceutical and healthcare industries. Hillside makes sure that sound education drives all critical communications. Our team of educators and communications experts has spent their careers as leaders in business and academia. With over 30 years of experience in the pharmaceutical industry, Hillside educators have taught over 10,000 physicians and participated in over 25 major drug launches. More than just “trainers,” our educators are problem-solvers and strategic partners, helping clients present the most engaging and effective educational programs to drive their most critical medical messages. For the latest information on Hillside products and services, visit [www.hillsidecommunications.com](http://www.hillsidecommunications.com).

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