

MIMS, Ashfield Healthcare Communications announce global alliance

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Ashfield Healthcare Communications has a global network of 1,300 employees collaborating with more than 100 pharma, biotech, device and nutraceutical companies.



MIMS, Asia's largest multi-channel provider of drug information, medical communications, events management and marketing services, and Ashfield Healthcare Communications, are pleased to announce the creation of a new global alliance.

Ashfield Healthcare Communications, part of UDG Healthcare plc, provides global solutions for clients, adding value by connecting insight, intelligence, and expertise to flawlessly execute powerful, multichannel communication solutions. Ashfield Healthcare Communications has a global network of 1,300 employees collaborating with more than 100 pharma, biotech, device and nutraceuticals companies.

For over 50 years, MIMS has been a trusted medical knowledge source dedicated to empowering healthcare professionals. MIMS' diverse expertise from data-driven marketing and events management to scientific strategy and digital medication safety solutions. Today MIMS is present in 16 markets across Asia Pacific with approximately two million healthcare professional subscribing to its drug and resource portal, digital and print publications, the only one of its kind in the region.

In light of an increasing trend amongst pharmaceutical companies to conduct launches, scientific meetings and marketing programs across multiple territories, Ashfield Healthcare Communications and MIMS recognised the need for, and value of, establishing a non-holding company approach to their current and future client relationships, complementing each other's geographic reach and ultimately providing streamlined agility in the delivery of their healthcare communications capabilities.

The synergy between MIMS and Ashfield is the ability to take the compliance-based local knowledge within these countries and execute global programs at the local level. Both are capable of producing heavy-duty, highly scientific healthcare communications, which will now reach across Asia, US, and Europe.