

Heartbeat reports 350% growth in emerging markets

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Singapore: Heartbeat Experts, the global leader in stakeholder management solutions for the life sciences industry, has reported 350 percent year-over-year growth in emerging markets during the first quarter of 2013 as compared to the same period in 2012.

The company reported that its revenues across all the (BRICK) Brazil, Russia, India, China and South Korea markets increased substantially. Heartbeat specifically saw significant growth in China, where it significantly increased its user base for its stakeholder management software, data analytics solutions, and stakeholder data offering.

Heartbeat also reported landing market access and reimbursement-focused projects for a range of new product launches in Latin America; and new client acquisitions with generics and biosimilar manufacturers in India, Korea and Russia.

Mr Keren Priyadarshini, VP, Asia Pacific, said that, "In 2012 and early 2013 we opened four new offices in the region and greatly expanded our local team in China. China has represented a major milestone for our company, as we tripled the business development staff in 2013 from 2012. We are working with major multinational clients in China who are expanding the scope of their launches and growing their medical science liaison (MSL) teams. This has translated to larger project scopes and expansion of existing client engagements."

Ms Rosangela Deamo, VP, Latin America, added that, "In Latin America and Brazil in particular, market access issues have dominated our client's needs. We're beginning to work with key clients for each of their new product launches, mapping the reimbursement and health economic landscape for each indication in each market. The growth in 2013 compared to 2012 reflects increases in new product launches coupled with the strong client relationships we've built."