

Heartbeat Experts expands in BRICK

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Singapore: Heartbeat Experts, the global leader in stakeholder management solutions for the life sciences industry, announced increased revenue and expansion of clients across Brazil, Russia, China, India and Korea (BRICK). Heartbeat Experts' reported that the combined revenue from these markets grew 50 percent in the third quarter of 2012.

The company reported that it acquired 15 new clients across the emerging markets. Seven-of-the-new clients purchased key opinion leader (KOL) identification projects and six purchased projects focused on achieving market access and reimbursement. Eight-of-the-15 clients launched stakeholder communities to engage stakeholders for their launching products.

Heartbeat Experts also announced increased headcount at field offices in Brazil, Russia, India, China and Korea. China saw the largest growth with the addition of seven client-facing staff including three director-level staff responsible for business development.

Mr Larry Cohen, president of Heartbeat Experts, said, "This success comes down to serving our clients locally with a business development, marketing and services team in each of the BRICK markets. In addition to our branded pharmaceutical and device business, we've secured generics and biosimilar manufacturers as new clients, who are focusing more on KOLs to secure approval and increase uptake for their specialty products."

"Our clients are investing heavily in marketing and medical teams in China, so we expanded our local headcount accordingly," said Ms Keren Priyadarshini, VP Asia Pacific, Heartbeat Experts. "Across APAC, companies are launching competitive products with a high-price that require KOLs and key stakeholders to educate the specialist community and it's our job to help our clients engage these stakeholders."