

PharmaVigilant Partners with Boston Interactive to Create a Modern and Global Web Presence

Boston MA, July 19, 2010 – Boston Interactive, a Boston web design, strategy, and interactive marketing firm, is proud to announce the launch of PharmaVigilant's new website (www.pharmavigilant.com). PharmaVigilant is a leading provider of clinical trial software solutions for the pharmaceutical, biotech, and medical devices industry. The two companies partnered to transform the PharmaVigilant website into a highly interactive, information-rich, and user-friendly resource for life science businesses in need of clinical trial software.

Every day, organizations from around the world look to PharmaVigilant for its extensive suite of products that offer robust, high-quality, and cost effective technology to automate the collection and management on clinical trials, registries, and other post-marketing studies. As an important resource for healthcare staff and other website users, the PharmaVigilant website needs to allow users to easily locate both products and resources. In order to create an engaging and easy-to-use site, Boston Interactive's team combined user-centric web design techniques along with an intuitive information architecture and navigation scheme. The result is a first-class website that accurately reflects the outstanding quality of its products.

The newly redesigned website showcases PharmaVigilant's extensive product catalog while providing a vast knowledge base for its users. Boston Interactive created a scalable online platform on which PharmaVigilant can continue to expand its web presence and its growing product catalog, while strengthening customer relationships by providing a variety of useful resources. "The challenge in rethinking PharmaVigilant's website was to effectively communicate the product offerings while still promoting educational and informational aspects of the site such as the resource center and PV University." said Chuck Murphy, CEO of Boston Interactive. "Our team created an elegant and engaging site that we are confident will help to support PharmaVigilant's fast-growing global client base."

About PharmaVigilant – Based in Westborough, Mass., PharmaVigilant is a technology company founded in 2005 to streamline the clinical trial process for biopharmaceutical companies. Its fully integrated suite of patient-based technology automates the collection and management of clinical trial data and most importantly puts that data in the sponsors' hands when and how they want it. Sponsors rely on PharmaVigilant to ease the regulatory and FDA submission and approval process and ultimately go to market more quickly with top quality drugs. For more information, visit www.pharmavigilant.com.

About Boston Interactive – Boston Interactive is a web strategy, design and interactive marketing firm focused on creating effective web-based solutions that deliver tangible business results. Founded in 1999, Boston Interactive has successfully implemented custom interactive solutions for hundreds of clients, ranging from small startups to Fortune 500 corporations. Boston Interactive has experience and expertise spanning numerous industries including healthcare, biotech, high technology, and non-profit. The agency was named a 2010 Top Agency by BtoB Magazine and listed as the tenth fastest-growing private company in Massachusetts by the Boston Business Journal's Pacesetters rankings. More information about Boston Interactive can be found at www.bostoninteractive.com.

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