



## **InStep Health Press Release 2020 Most Innovative Companies**

**Chicago, IL December 15, 2020** – *PM360*, a leading trade magazine for marketing decision makers in the pharmaceutical, biotech, medical device, and diagnostics industries, has named InStep Health as one of the most innovative companies of 2020.

“This has been quite a year for our company. We completed an acquisition, integrated people and processes across two companies, launched a rebranding initiative, and created a new name – all against the backdrop of COVID-19. But these activities alone do not constitute innovation,” says Nate Lucht, President and CEO of InStep Health. “Innovation requires meaningful change that drives real value. Based on that definition, we believe we are bringing a change of direction to the industry by expanding our portfolio beyond our longstanding pharmacy media network to include the HCP office and new data-driven digital offerings. Our innovation philosophy is based on offering solutions that encompass the entire patient lifecycle with a lens of prescription pull-through.”

InStep Health was selected as part of *PM360*’s 9th Annual Innovations Issue published each December. This issue was established to serve as a guide to the year’s most innovative Companies, Startups, Divisions, Products, Services, and Strategies from within the healthcare and life sciences industries. This comprehensive overview of the year’s most innovative achievements in these six categories helps other companies in the industry to find potential partners and offerings that can help them advance healthcare and life sciences.

“Innovation has been and will continue to be crucial as our industry and the world at large continues to deal with COVID-19 and the disruption and devastation it has caused,” says Anna Stashower, CEO, Publisher, and Editor-in-Chief of *PM360*. “The innovative companies, offerings, and strategies found in this year’s guide can provide the help that patients, healthcare professionals, or life sciences organizations need during this time as we all look toward making 2021 a healthier, safer, and overall better new year.”

*PM360* received hundreds of submissions from across the healthcare and life sciences industries. The editorial staff of *PM360* evaluated each submission and selected their picks for the most innovative, regardless of category. Ultimately, 64 total innovations were featured in the issue. Within the Company category, a total of 12 companies were featured.

All of this year’s selections can be found at: [www.pm360online.com/pm360-presents-the-2020-innovators](http://www.pm360online.com/pm360-presents-the-2020-innovators).

## **About InStep Health**

InStep Health delivers a completely integrated platform to connect pharmaceutical, OTC, and CPG brands with patients, consumers, and providers in meaningful ways at every point of the wellness continuum. InStep Health programs encompass the doctor's office, the pharmacy aisle, and everywhere in between with their digital initiatives. The company uses deep data combined with an extensive network of over 23,000 pharmacies and 250,000 HCP partners to deliver access, influence, trial, and mindshare—while measuring the results. In-office, in-pharmacy, and digital programs from InStep Health provide patients and consumers with the information they need to lead healthier lives.

## **About PM360**

*PM360* is the premier, must-read magazine for marketing decision makers in the pharmaceutical, biotech, medical device, and diagnostics industries. Published monthly, *PM360* is the only journal that focuses on delivering the full spectrum of practical information necessary for product managers and pharmaceutical marketing professionals to succeed in the

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