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FOR IMMEDIATE RELEASE

Synergistix and MedPro Systems Announce Strategic Partnership

Partnership to Provide Instant State License Validation

Sunrise, FL, September 12, 2014 – Synergistix, a leading provider of customer relationship management (CRM) solutions for Life Sciences, today announced a partnership with MedPro Systems®, a healthcare licensing solution for pharmaceutical and device industries. The partnership allows users to access and validate practitioners’ state licenses in real-time, directly from within the Synergistix CRM application. As a result, users may easily and efficiently check a practitioner’s eligibility status for sampling.

“With other CRM solutions, sales professionals may have to wait days for a state license to be validated,” states Don Schenker, President and CEO of Synergistix. “Thanks to MedPro’s robust state license validation databases, Synergistix CRM users can now instantly validate state licenses with a simple tap on their iPads. Our goal is to help sales teams be more effective when they detail physicians and practitioners, quickly tapping into the provider info they need, when they need it. Joining forces with MedPro Systems helps us achieve this goal.”

MedPro Systems acquires state license data directly from the appropriate licensing bodies on a regularly-scheduled basis to ensure information is accurate and timely. The data is combined with system-based standardization, stored in a custom database, and cross-referenced with other industry data sources to provide the foundation for exceptional license validation.

Synergistix’ CRM offering, Customer Analysis and Targeting System (CATS), combines field-based data capture with management reporting to deliver a state-of-the-art, PDMA-compliant solution for automating, managing, and optimizing sales force activity. Through the CATS suite of applications, sales teams can work on any platform to drive sales effectiveness. The new state license validation functionality is now available.

For more information on Synergistix, visit www.syncrm.com.
For more information on MedPro Systems, visit www.medproid.com.

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