



**Contact:**  
Kevin Schluth  
Sagefrog Marketing Group, LLC  
[kevins@sagefrog.com](mailto:kevins@sagefrog.com)  
215-230-9024

**FOR IMMEDIATE RELEASE**

**Synergistix Demonstrates *Innovation through Collaboration* at 12th Annual Users Conference**

**Sunrise, FL, March 8, 2016** – With a record number of customers in attendance and a new engaging and energized format, Synergistix, a leading provider of customer relationship management (CRM) solutions for Life Sciences, held its 12<sup>th</sup> Annual Users Conference in Pompano Beach, Florida last week. In addition to numerous educational sessions on industry trends and regulatory issues, highlights of the 2016 conference included a prestigious lineup of guest speakers. From topics such as “*The Key to Successful CRM Utilization*” to “*Career Advancement in Pharmaceutical Operations*” to “*Creating High Performance Vendors*” there was something for everyone at this years’ conference.

The theme of the conference, *Innovation through Collaboration*, was underscored by several Synergistix partners who lent their industry insight and expertise to the event. Partners such as G&M Health, CCG Marketing Solutions, Tegra Analytics, MedPro, Terso Solutions, TGas, and Porzio Life Sciences provided a first-hand look into the state of the industry, new innovations on the horizon, and best practices for improving customer relationships.

“From the record number of attendees, to the new energized format, to the best lineup of guest speakers we’ve ever had, this year’s conference was a success all around. There simply is no replacement for face-to-face interaction with our valued customers,” says Don Schenker, President and CEO of Synergistix. “We also appreciate our partners who attended the conference and provided valuable insight to us and our customers. The users’ conference truly was an example of *Innovation through Collaboration*.”

**About Synergistix:** Since 1997, Synergistix has enabled Life Sciences companies to build strong customer relationships and highly effective sales teams with its end-to-end customer relationship management solutions. The CATS Software Suite expertly combines field-based data capture, management reporting and sample accountability services to deliver a state-of-the-art, PDMA-compliant solution for automating, managing, and monitoring field force activity. For more information, visit [www.syncrm.com](http://www.syncrm.com).

###