

**Synergistix Annual Conference Released New Information on Life Sciences Trends**

*Panel discussions led by renowned industry leaders drew record attendance*

**Sunrise, FL – March 13, 2017** – Synergistix, a leading provider of customer relationship management (CRM) solutions, sample accountability and other services for Life Sciences, concluded its 13<sup>th</sup> annual *Solutions through Partnerships* Conference last week, with record attendance and new data on the evolving roles of Contract Sales Organizations (CSOs) and 3PLs in pharma and the life sciences industry.

The Conference was held March 8 – March 10, 2017 at the Marriott Pompano Beach Resort & Spa in Pompano Beach, Florida. Highlights of the Conference included honoring the Company's 20<sup>th</sup> anniversary, announcing Darren Coleman as its new Chief Operating Officer (COO) and discussing trends in product commercialization and operations in life sciences. The newly introduced and extremely well-received panel discussions covered dynamic topics such as how CSOs can stay competitive and how 3PL and fulfillment providers can overcome new regulatory challenges.

Attendees regarded the discussions as a valuable addition to the Conference, noting “the panels were the best part of the conference” and “the two panels were outstanding.” Among other highlights, the discussions were led by Mike DePalma, President of Pensare and Co-founder of The Human API; Matt Hutcheson, Partner/Founder of Tegra Analytics; Greg Ungemach, Product Specialist at MedPro Systems, and Rob Barra, VP and Co-Founder and Jeff Bromley, VP of Sales at thingee.

“After 13 years of producing this Conference, our team was overwhelmed by the positive feedback from our record number of attendees,” said Don Schenker, President and CEO of Synergistix. “It’s no secret that life sciences is among the most tempestuous industries in the world and so to bring together some of our industry’s most brilliant minds to facilitate knowledge-sharing is an extremely valuable feat. Thank you to all of our attendees, speakers, panel participants and sponsors for making this possible.”

For more information or to schedule an interview with Synergistix leadership on the discussed trends, contact Kevin Schluth at [kevins@sagefrog.com](mailto:kevins@sagefrog.com) or 215-230-9024.

**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 and sample accountability solutions. It's Customer Analysis and Targeting System (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 sales force activity. Visit [syncrm.com](http://syncrm.com).

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