

## Binley's appoints Tala for pharma PR campaign

Contributed by Tala PR  
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Tala has been appointed on a wide-ranging PR and social media brief by the healthcare intelligence products and services provider, Binley's. The agency will help Binley's, and also OnMedica, its healthcare professionals facing brand, capitalise on new business opportunities within the pharma industry.

Binley's has a huge depth of knowledge of the NHS and the company is particularly adept at helping pharma analyse and profile healthcare professionals (HCPs), and then target them via multi-channel marketing programmes.

The campaign for Binley's, which is part of Wilmington Healthcare, will showcase the company's work with the NHS and the vast amount of contact data and intelligence that it holds on HCPs including payers, GPs, hospital doctors and specialist nurses. It will kick off with a story highlighting the findings of OnMedica's survey among hundreds of HCPs about their perceptions of pharma.

Sarah Eglington, healthcare intelligence director of Binley's said "We are extremely keen to share our NHS expertise with a wider audience and showcase our capabilities outside of being just a data provider. Engaging Tala to lead our PR activity will undoubtedly give us this opportunity."

Andrew Baud, managing director of Tala, said: "As a healthcare PR and social media specialist with extensive knowledge of the pharma industry, Tala is ideally placed to help Binley's define its USPs and communicate them to this sector.

"We very much look forward to working with the company to position it as the first port of call for pharma marketers who need to gauge HCP's opinions, knowledge and understanding of specific health issues and therapy areas."