



## FOR IMMEDIATE RELEASE

### **Cadient Group Launches REVEAL<sup>SM</sup> at 4<sup>th</sup> Annual Digital Pharma East on October 18-21, 2010 in Philadelphia**

*REVEAL to power Digital Pharma East's first digital dashboard to provide real time social media updates, analytics and research to conference attendees*

*Cadient chief innovation officer Will Reese to speak at the digital healthcare marketing industry's premier event*

**King of Prussia, Pa., October 19, 2010** – [Cadient Group](#), a leading provider of digital marketing services and technology-enabled solutions for the healthcare industry, has launched REVEAL<sup>SM</sup>, an insights and analytics suite that combines program analytics, social monitoring and customer insights solution at the 4<sup>th</sup> Annual [Digital Pharma East](#) conference to be held on October 18-21, 2010 in Philadelphia, PA. [REVEAL](#) will power Digital Pharma East's first digital dashboard to deliver real time event updates, social media trending, and instant survey results to participants before, during and after this year's event.

The Digital Pharma East Digital Dashboard powered by REVEAL will offer this year's participants a live snapshot of conference activities and updates. Using the DPE Digital Dashboard, attendees will be able to track conference-related conversations using social media sites like twitter and LinkedIn, view live mobile "flash polling" results from the floor, monitor important conference updates and track the day's agenda, all from one simple interface.

"We are thrilled to partner with Cadient Group to provide our attendees with even more ways to interact, network and learn via the Digital Pharma East Digital Dashboard," said Jason Youner, conference director at Digital Pharma East. "Now entering our fourth year, this event promises to be our biggest "unconference" yet, with over 60 speakers, four conference streams, and the latest information regarding social media and technology trends that impact the healthcare and pharmaceutical marketing community."

Combining competitive analysis and social media trending with data and web analytics, REVEAL offers real time actionable customer insights and metrics that drive business decisions. By focusing on the metrics that matter to your brand, REVEAL enables marketers to aggregate, contextualize and visualize brand performance. The solution can easily integrate multiple data sources, allowing companies to "connect the dots" between multiple channels including social, mobile and relationship marketing efforts.

"REVEAL was developed by Cadient Group's technology and strategy teams to address the growing demand for actionable insights into a multi-channel customer environment," said [Stephen Wray](#), chief executive officer, Cadient Group. "Too often, historical measures of online activity have focused upon volume rather than connections and conversations, which is where strategic insights can be found. REVEAL elevates the value of analytics by enabling a multichannel perspective that includes cross-channel analysis capabilities set against clear benchmarks, so brand managers can make better informed business decisions."



On Wednesday, October 20, Cadient Group Chief Innovation Officer Will Reese will [speak](#) at this year's Digital Pharma East Conference to be held at the Philadelphia Hyatt at the Bellevue. To experience a demonstration of REVEAL at the event, attendees should visit the Cadient Group booth.

For more information or to schedule a demo, please visit <http://cadient.com/program-website-analytics.aspx> or call Michael Kelly at 610.862.5404.

#### **About Cadient Group**

[Cadient Group](#) is a leading provider of digital marketing services and technology-enabled solutions for the healthcare industry. Powered by our suite of agency services, consultation services and technological expertise, Cadient Group delivers sensible strategies that inspire possibilities. By leveraging emerging technologies to drive our own innovative solutions, we deliver impactful interactive customer experiences for healthcare professionals, consumers, caregivers and payers. Through strategic insights, audience activation and program optimization, we ensure that our clients' business objectives are achieved. For more information about Cadient Group, visit [www.cadient.com](http://www.cadient.com).

#### **About Digital Pharma East:**

Digital Pharma East is the premiere "unconference" dedicated to providing healthcare and pharmaceutical marketing executives with the latest issues in new and social media, e-marketing and other digital trends. With more than 60 speakers across four conference streams, the 4<sup>th</sup> annual event will combine a robust roster of industry thought leaders with even more interactive and engaging content. Visit <http://www.exlpharma.com> for more information or join the conversation now on Twitter [@DigiPharm](#) and use hashtag #digipharm.

#### **Media Contacts:**

Rebecca Devine  
Maven Communications  
215-434-7191  
[rdevine@mavenagency.com](mailto:rdevine@mavenagency.com)

Sarah Casey  
Maven Communications  
215-434-7194  
[scasey@mavenagency.com](mailto:scasey@mavenagency.com)

###