



MediMedia Managed Markets, an ICON Company, Wins Two Gold Industry Awards for Data Analytics and Healthcare Communications

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DUBLIN--(BUSINESS WIRE)-- **ICON plc, (NASDAQ: ICLR)** a global provider of drug development solutions and services to the pharmaceutical, biotechnology and medical device industries, today announced that MediMedia Managed Markets, an ICON company, has received two gold industry awards in recognition of innovative customer solutions.

MediMedia was awarded gold for the Best Use of Data Analytics at the [2017 Medical Marketing & Media \(MM&M\) Healthcare Awards](#). The award recognised MediMedia's work on a stakeholder mapping and segmentation project for a pharma customer, which involved mapping hospitals to health systems, integrated delivery networks, group purchasing organisations and accountable care organisations (ACOs). MediMedia developed a fully integrated data ecosystem, including data from 17 sources, that provided visibility across all customer types and standardised performance measurement and reporting. The analysis and supporting data ultimately helped to refine brand market access strategy; revise sales alignment; and develop resources for underperforming segments. Results included expanded inpatient formulary coverage and improved utilisation rates with both system-affiliated and ACO-affiliated consumers.

MediMedia also won gold in the Digital Media Mobile App category at the [2017 MarCom Awards](#), a global awards programme that honours excellence in marketing and communication. MediMedia was a winner for developing a Local Care Center Finder App for Otsuka America Pharmaceutical Inc. The app, which is part of [Otsuka's ASSURE Program](#)™, helps patients find alternate locations, such as retail pharmacies and infusion centers, where they can receive their prescribed injection from a licensed healthcare professional.

In addition to the two gold awards, Jodie McVan, Head Creative Services, Global Access, Commercialisation and Communications, has also been selected as a finalist in the [2017 Stevie Awards for Women in Business](#). More than 1,500 entries were submitted in 2017 and Jodie was selected as a finalist in the Woman of the Year - Advertising, Marketing & Public Relations category. Winners will be announced at a ceremony in New York on 14 November.

Commenting on the awards, Ramita Tandon, EVP, ICON Commercialisation & Outcomes, said: "*We are honoured to be recognised as the industry's best for mapping key stakeholders to support Market Access strategies and improving product utilisation. ICON provides the real world evidence-based expertise, insights, and tools to leverage our deeper understanding of patient experiences and priorities, while accelerating market access for products that are truly aligned to patient, payer, and provider demands.*"

About ICON plc

ICON plc is a global provider of drug development solutions and services to the pharmaceutical, biotechnology and medical device industries. The company specialises in the strategic development, management and analysis of programs that support clinical development - from compound selection to Phase I-IV clinical studies. With headquarters in Dublin, Ireland, ICON currently, operates from 97 locations in 38 countries and has approximately 13,100 employees.

Further information is available at www.iconplc.com

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This press release contains forward-looking statements. These statements are based on management's current expectations and information currently available, including current economic and industry conditions. These statements are not guarantees of future performance or actual results, and actual results, developments and business decisions may differ from those stated in this press release. The forward-looking statements are subject to future events, risks, uncertainties and other factors that could cause actual results to differ materially from those projected in the statements, including, but not limited to, the ability to enter into new contracts, maintain client relationships, manage the opening of new offices and offering of new services, the integration of new business mergers and acquisitions, as well as economic and global market conditions and other risks and uncertainties detailed from time to time in SEC reports filed by ICON, all of which are difficult to predict and some of which are beyond our control. For these reasons, you should not place undue reliance on these forward-looking statements when making investment decisions. The word "expected" and variations of such words and similar expressions are intended to identify forward-looking statements. Forward-looking statements are only as of the date they are made and we do not undertake any obligation to update publicly any forward-looking statement, either as a result of new information, future events or otherwise. More information about the risks and uncertainties relating to these forward-looking statements may be found in SEC reports filed by ICON, including its Form 20-F, F-1, S-8 and F-3, which are available on the SEC's website at <http://www.sec.gov>.

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