

Entatio.com Announces Alliance with GCG Marketing to Provide Cutting Edge Digital Platform for Top Pharmaceuticals

The Alliance Marries Extensive Agency Experience with New Digital Technology to Provide Pharmaceuticals with More Options for Engaging Healthcare Providers

PLEASANTON, CALIFORNIA, UNITED STATES, January 4, 2018

[/EINPresswire.com/](http://EINPresswire.com/) -- Entatio.com, today, announced an alliance with [GCG Marketing](http://GCGMarketing) to provide enhanced creative services and cutting edge digital technology for Pharmaceutical, Biotech and Medical Device companies seeking new options when sponsoring peer-to-peer educational programs for physicians and other healthcare providers.



Throughout the healthcare community, information related to new drugs and treatment options is often shared through medical events, conferences and symposiums, where experts present the details of emerging health-related science to their peers. Pharmaceutical and Biotech companies that sponsor these events are often tasked with the difficult job of managing the ongoing regulatory demands related to media presented through these programs. In addition to this, speakers often present across a wide network of events managed by various organizations, making it difficult to easily share the peer-to-peer education materials with attendees, especially highly interactive visual aids common across the Life Sciences, not to mention basic recordings of the presentations themselves.

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GCG Marketing's experience in developing interactive scientific media for the Life Sciences, alongside proprietary technology, offers a new avenue for disseminating life saving information.”

Pierre De Guzman

Entatio.com's Marketing Manager Pierre De Guzman commented, “The challenge we are addressing is known

across Pharmaceutical and Biotech organizations. When you couple the strict legal, medical and regulatory restrictions applied to all media and information shared across the life sciences, with the wide, largely disconnected, series of events, conferences and symposiums that healthcare providers attend annually, it creates hurdles for physicians to easily find all of the information they may need to make decisions. There are literally tens of thousands of hours of presentations made each year by our greatest minds that are lost completely or widely inaccessible because media has been relegated to an event portal that no one thinks to visit and that's if it continues to exist at all. Entatio.com's new

platform for [speaker programs](#) integrates seamlessly with regulatory systems to guarantee that content satisfies compliance requirements, while organizing and delivering content in a way that is easy for event and conference attendees to access at anytime, anywhere, long after the event has ended. GCG Marketing's extensive experience in developing interactive scientific media for the life sciences, alongside our proprietary technology, offers the healthcare industry with a new avenue for disseminating life saving information."

About Entatio.com: Entatio Inc. is a digital technology company based in Dallas, TX and Pleasanton, Ca. that focuses on digital technology solutions for the Pharmaceutical, Medical Device and Biotech industries. Other platforms provided by Entatio.com include HCPPortals.com and LifeScienceLMS.com. In addition to providing technical solutions, Entatio assists Life Sciences companies through a wide range of professional and managed services related to commercial and medical technology. These services are provided through the KMT Consulting wing of the enterprise (KMTConsultingGroup.com).

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This press release can be viewed online at: <http://www.einpresswire.com>

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