

Amplity Rebrand Recognized: A New Approach To Pharma Outsourcing Services

LANGHORNE, PA, UNITED STATES, July 10, 2025 /EINPresswire.com/ -- Amplity, a full-service partner for outsourcing flexible medical and commercial services, is honored to be named a Titan and GDUSA awardee for its comprehensive rebrand work unveiled in January. The Titan Awards, an international advertising competition recognizing extraordinary

achievements in healthcare advertising and marketing, honored Amplity as a Platinum Winner for Best Rebranding Effort and a Gold Winner for Best Website Design. The GDUSA 2025 American Digital Design Award also singled out [Amplity's new website](#) for excellence in digital communications.



Pharma At Its Best: Quicker. Better. Nicer.

“

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Chris Baker, Amplity CEO

Addressing Industry Change With Cutting-Edge Pharma Outsourcing Services

The rebrand comes at a time of profound change within the biopharma industry, driven by advancements in AI, machine learning, gene therapies, and evolving global regulations. Given these industry trends, Amplity is emphasizing its ability to deliver cutting-edge, expert-led teams and solutions at every stage of the drug development lifecycle for better patient outcomes. The

change also emphasizes the company's focus on the human aspects of healthcare by making a commitment to deliver results that are quicker, better, and nicer.

“Our refreshed brand reflects the major transformations taking place in all aspects of life sciences and reinforces Amplity's commitment to helping our partners accelerate the delivery of life-changing treatments,” said Chris Baker, Amplity CEO. “We are committed to being allies in excellence by proudly maintaining a 97% client satisfaction score and an average client retention rate of over 7 years.”

Developed in partnership with our design partner, [Marine Lane](#), Amplity's rebrand reflects its core strengths:

- Patient First
- Expertise Above All
- Intel-Fueled Decisions
- Results-Driven Performance
- Flexible & Scalable Solutions
- A-Team Excellence

Central to their new identity is its AI platform, [Amplity AnswerY™](#), which leverages HIPAA-compliant doctor-patient conversations and advanced natural language processing (NLP) to uncover the "why" behind treatment decisions. AnswerY empowers smarter strategies for sales, marketing, medical affairs, and real-world data (RWD) teams, further enhancing Amplity's pharma outsourcing services capabilities.

With extensive therapeutic expertise across the medical spectrum and a focused specialization in oncology, rare disease, and specialty medicine, Amplity continues to set the gold standard for pharma outsourcing services. The company's innovative approach ensures biopharma partners can navigate industry challenges while maintaining a focus on improving patient outcomes.

For more information, visit [Amplity.com](#).

About Amplity

Pharma At Its Best: Quicker. Better. Nicer

We are your full-service go-to partners delivering both flexible and specialized medical and commercial services. No matter where you are in the lifecycle of your drug, we scale with ease to maximize resources and improve impact. Our people-driven, tech-enabled DNA fuels everything we do.

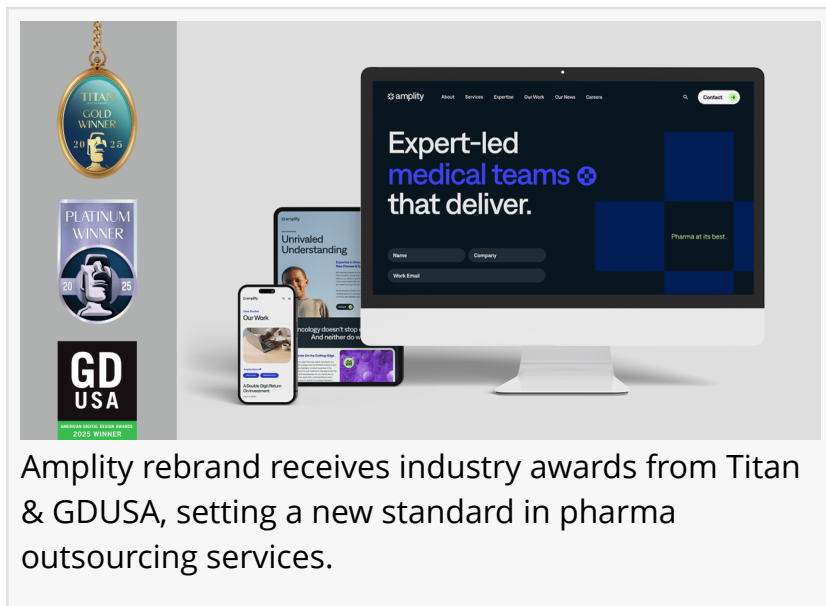
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Amplity rebrand receives industry awards from Titan & GDUSA, setting a new standard in pharma outsourcing services.

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