

FOR IMMEDIATE RELEASE

For more information contact:

Brittany Farrar
Brandsymbol
Charlotte, NC
(704) 625-0106
bfarrar@brandsymbol.com

Diane Bernstein
Med-ERRS
Horsham, PA
(215) 947-8306
dbernstein@med-errs.com

Brandsymbol Partners with Med-ERRS to Cultivate Safe Pharmaceutical Trademarks

Charlotte, NC – July 9, 2014 – Brandsymbol, a global branding agency, has partnered with Med-ERRS, an organization that works with the healthcare industry to prevent medication errors, in order to provide world-class pharmaceutical branding and safety testing to their clients. This partnership not only expands brandsymbol Health as leading the pharmaceutical brand creation market but also illustrates brandsymbol’s commitment to developing highly creative names that have been independently, objectively and soundly safety tested by outside medication safety experts. The partnership also provides Med-ERRS with additional avenues for evaluating drug names in the pre-marketing phase to identify any potential safety issues.

According to the President and CEO of Brandsymbol, Clayton Tolley, “We first pursued this opportunity based on insights from prospective clients. Many of them consistently mentioned a desire to have the global branding relationship separate from global medication safety relationships. Since working with Med-ERRS on project initiatives, we have found that the benefits to the client are much greater than we could have originally forecast, with the work being done seamlessly but separately. Clients appreciate having an objective review of their brand name candidates by a company whose focus is to recommend the use of trademarks that will have the least potential for look-alike and sound-alike confusion upon being introduced into the healthcare market.”

Susan Proulx, President of Med-ERRS, also commented, “We appreciate the amount of emphasis brandsymbol puts on developing names that have been fully vetted from a safety standpoint. Brandsymbol’s commitment to selecting names that are not only highly creative, but also safe for use in the healthcare environment, demonstrates their true dedication to serving not only their clients but also the healthcare community – and most importantly, patients.”

A unique feature that has been added to the brandsymbol name creation process with the announcement of this partnership is a new evaluative Med-ERRS tool called PREVIEW-ERRsm. Using PREVIEW-ERR early in the name development process assures the review of potential name candidates by a highly experienced team of medical professionals prior to client presentations. “With the increasingly stringent evaluation of proposed trade names by global regulatory bodies, it is paramount that tremendous due diligence is performed on names before clients review for likeability,” Tolley also said. “With the Med-ERRS partnership, we are not only able to offer our clients the renowned ERRS MODEL[®] safety testing process, but also a further layer of analysis in the creative process that our clients deeply appreciate.”

About brandsymbol Health

brandsymbol is a full-service global brand development and strategy consulting agency. With over two decades of experience, brandsymbol principles have created and cultivated highly successful, long-lasting brands with long-term strategies designed to profitably build customer equity and product sales. For more information visit <http://www.brandsymbol.com>.

About Med-ERRS

Med-ERRS is the only medication safety company “born” from a safety organization, the Institute for Safe Medication Practices (ISMP) who operates the National Medication Errors Reporting Program (ISMP MERP). Through the regular review of ISMP error reports about the causes of medication errors, Med-ERRS is able to provide recommendations for their prevention for the pharmaceutical, biotechnology and healthcare industries. For more information, visit <http://www.med-errs.com>.