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## INTOUCH SOLUTIONS EMBARKS ON AMBITIOUS JOURNEY TO HEIGHTEN AWARENESS AND AFFECT CHANGE IN HEALTHCARE

KANSAS CITY (APRIL 19, 2016) – Intouch Solutions, a leading marketing agency serving the pharmaceutical industry, has launched an ambitious new campaign called #ALLin. Intouch will travel the country, attending health-related events and collecting stories through patient interviews in a custom Airstream® travel trailer. These stories will inform and inspire a series of health hackathons designed to rapidly turn ideas into innovative solutions. #ALLin will make its official debut during [Walk MS](#) on April 23 in Kansas City, the first of nine events planned in five cities.

“The answers that revolutionize healthcare aren’t always found at our desks. #ALLin is a way for us to hit the streets, connect with people and spark meaningful innovation,” said Faruk Capan, CEO of Intouch Solutions. “We do important work in healthcare for our clients every day. We also have a responsibility to contribute to solutions on our own.”

Intouch stands at the intersection of three rapidly evolving industries: technology, healthcare and marketing. Intouch believes it is not sufficient to simply adapt to change, but to embrace its role as the new agency model reinventing healthcare marketing. #ALLin embodies Intouch Solutions’ proven ability to find unique, efficient and creative solutions to healthcare problems.

“#ALLin was inspired by our passion for helping people and motivated by health-related stories under our own roof,” said Wendy Blackburn, Executive Vice President of Intouch Solutions. “#ALLin is a natural manifestation of who we already are: a passionate group of people solving healthcare challenges in innovative ways.”

As insights and healthcare challenges are identified from events, Intouch Solutions plans to host a series of hackathons where stakeholders collaborate to develop solutions to those challenges. In addition to the health events and hackathons, Intouch Solutions is sponsoring a series of pro-bono initiatives and encouraging employees to get involved in health-related causes.

### About Intouch Solutions Inc.

Founded in 1999, Intouch Solutions Inc. employs more than 650 individuals and is a privately held marketing agency headquartered in the Kansas City area with offices in Chicago and New York. Specializing in solutions for the pharmaceutical and healthcare fields, Intouch is redefining what marketing means to these industries. Contact Intouch at [getintouch@intouchsol.com](mailto:getintouch@intouchsol.com) or visit them on the Web at [www.intouchsol.com](http://www.intouchsol.com).

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