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## INTOUCH SOLUTIONS KICKED OFF #ALLin INITIATIVE AT WALK MS

KANSAS CITY (MAY 4, 2016) – Intouch Solutions, a leading marketing agency serving the pharmaceutical industry, launched its ambitious new journey called #ALLin during Walk MS on April 23 in Kansas City.

[Intouch Solutions was on-site at Walk MS](#) with its #ALLin Airstream®, a customized trailer that functions as a mobile studio. During the event, hundreds of attendees visited the Airstream, and six shared their healthcare experiences to help inspire change within the industry.

“#ALLin allows those of us at Intouch to get away from our desks and venture out to make a meaningful impact in the lives of patients,” said Wendy Blackburn, Executive Vice President of Intouch Solutions. “During Walk MS, we were privileged to speak to both patients and caregivers – each with their own unique experience. It was powerful to hear about each personal journey with MS – the struggles, the triumphs, and the determination. I’m excited to see how these stories will inspire solutions to the challenges people face on a daily basis.”

Through #ALLin, Intouch will travel the country, attending nine health-related events and collecting stories through patient interviews in the Airstream trailer. These stories will inform and inspire a series of health hackathons designed to rapidly turn ideas into innovative solutions.

Walk MS was hosted by the National Multiple Sclerosis Society, an organization dedicated to eradicating multiple sclerosis by building awareness, passing legislation and supporting research.

Intouch Solutions’ next #ALLin stop will be at the Take Steps for Crohn's and Colitis walk on June 11 in Chicago.

### 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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