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## INTOUCH SOLUTIONS CONTINUES ITS #ALLin JOURNEY TO FIND SMARTER HEALTHCARE SOLUTIONS AT LIGHT THE NIGHT WALK

KANSAS CITY (October 6, 2016) – [Intouch Solutions](#), a leading marketing agency serving the pharmaceutical industry, completed the third leg of its #ALLin journey at the [Light the Night Walk](#) on Sept. 30 in Kansas City. Previously, the cross-country initiative visited [Take Steps for Crohn's & Colitis](#) and [Walk MS](#).

Intouch Solutions was on-site at the Light the Night Walk with its #ALLin Airstream®, a customized trailer that functions as a mobile studio. Approximately five Light the Night Walk participants stepped into the Airstream to share their personal healthcare stories. Intouch plans to use its learnings to help find smarter healthcare solutions at the intersection of digital and pharma.

"#ALLin is a truly unique initiative in that it allows us to gain first-hand insight into the health challenges people face every day. These insights can't be gathered behind a desk, and we're proud to put our feet on the ground to find solutions," said Wendy Blackburn, Executive Vice President at Intouch Solutions. "The interviews we held with Leukemia and Lymphoma patients, caregivers, family and friends at the Light the Night Walk not only deepened our understanding of the challenges these individuals face in relation to the disease, but also serve as inspiration as we strive to uncover technology-driven solutions."

Through #ALLin, Intouch is travelling the country, attending health-related events and collecting stories through patient interviews in the Airstream trailer. These stories are informing and inspiring a series of health accelerators designed to rapidly turn ideas into innovative solutions.

The Light the Night Walk, hosted by the [Leukemia & Lymphoma Society](#), funds research to find cures and ensure access to treatments for all blood cancer patients. The Society's efforts culminate in three inspirational, memorable evening walks where participants carry illuminated lanterns: white for survivors, red in support and gold in memory of a lost loved one.

Intouch Solutions' Philanthropy Committee, a group that guides the company's philanthropic endeavors and makes recommendations about potential charitable opportunities, co-sponsored the Light the Night Walk.

#ALLin's next stop is Bridgewater, New Jersey, on Oct. 16 for the [Step Out Walk to Stop Diabetes](#). Additionally, Intouch Solutions will attend Digital Pharma East from Oct. 24-27 in Philadelphia to share highlights from the #ALLin journey and accelerators.

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**About Intouch Solutions Inc.**

Founded in 1999, Intouch Solutions Inc. is a privately held marketing agency with offices in Kansas City, Chicago, New York City and London. Intouch employs more than 650 people and has been named Agency of the Year five times by several industry publications. Specializing in solutions for the pharmaceutical and healthcare industries, 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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