



InStep Health CEO Participating in a Panel Discussion for Health Industry Leaders

Chicago, IL September 28, 2020 — Nate Lucht, President and CEO of InStep Health, is participating in a panel discussing the continuum of healthcare at the [MM&M Transform Conference](#), a two-day virtual event devoted to health marketing. Nate will join other leaders across the care continuum to examine how patient interactions along the healthcare path are evolving with advances in science and technology.

“This conference is an opportunity to share what I’ve learned about the importance of communicating with patients at every point in their care experience and ensuring that they receive critical information whether it is from their doctor, from the pharmacy, or from their own research,” Lucht comments.

MM+M Transform is a two-day event featuring educational content on innovation across the clinical life cycle, as well as generous doses of inspiration from bold players for an audience made up of marketers in pharma and creative agencies, physicians, patient advocates and health media. This will be the sixth annual health communications conference hosted by MM+M, though the first online.

About InStep Health

InStep Health delivers a completely integrated platform to connect pharmaceutical, OTC, and CPG brands with patients, consumers, and providers in meaningful ways at every point of the wellness continuum. InStep Health programs encompass the doctor’s office, the pharmacy aisle, and everywhere in between with their digital initiatives. The company uses deep data combined with an extensive network of over 23,000 pharmacies and 250,000 HCP partners to deliver access, influence, trial, and mindshare—while measuring the results. In-office, in-pharmacy, and digital programs from InStep Health provide patients and consumers with the information they need to lead healthier lives.

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