



Press Release

For Immediate Release

Contact:

Jennifer Valentine

Jennifer.Valentine@m3-health.com

610-239-2400 ext 2225

PING™ IoT CUSTOMER ENGAGEMENT ECOSYSTEM NAMED ONE OF THE MOST INNOVATIVE PRODUCTS OF 2018 BY PM360

Norristown, PA, December 18, 2018 -- *PM360*, a leading trade magazine for marketing decision makers in the pharmaceutical, biotech, medical device, and diagnostics industries, has named the Ping™ IoT Customer Engagement Ecosystem (Ping™) as one of the most innovative Products of 2018.

Ping™, is the first Internet of Things (IoT) customer engagement ecosystem that leverages a unique configuration of Amazon-enabled technologies—including the consumer-proven Amazon Dash button, AT&T LTE-M Button, and the artificial intelligence behind Alexa voice technology—to give life sciences' commercial, clinical, and consumer teams a competitive advantage. M3 Health is an Amazon Web Services Select (Standard) Technology Partner.

Jennifer Valentine, president of M3 Health, said “At the end of 2017, M3 approached Amazon with a proof of concept, and they accepted us into Enterprise IoT Technology Preview Program. That was pretty exciting considering we were the only company in the biopharma technology space to be accepted into the program.” Amazon featured Ping™ and M3 Health at the World IoT Conference earlier this year as an example of new use cases in areas other than eCommerce.

<https://aws.amazon.com/blogs/iot/how-m3-health-used-aws-iot-1-click-to-improve-healthcare-delivery/>

Ping™ was selected as part of *PM360's* 7th Annual Innovations Issue published each December. This issue was established to serve as a guide to the year's most innovative Companies, Startups, Divisions, Products, Services, and Strategies from within the healthcare and life sciences industries. This comprehensive overview of the year's most innovative achievements in these six categories helps other companies in the industry to find potential partners and offerings that can help them advance healthcare and life sciences.

“Our selections represent the companies, offerings, and strategies that demonstrated what we believe is unique in its ability to impact the industry,” says Anna Stashower, CEO/Publisher of *PM360*. “We hope others in the industry are able to work with these innovators or use these innovations to better serve patients, physicians, and other healthcare stakeholders.”

PM360 received hundreds of submissions from across the healthcare and life sciences industries. The editorial staff of *PM360* evaluated each submission and selected their picks for the most innovative, regardless of category. Ultimately, more than 60 total innovations were featured in the issue. Within the Product category, a total of 18 products were featured.

All of this year’s selections can be found at: www.pm360online.com/pm360-presents-the-2018-innovators.

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About M3 Health

M3 Health, a division of the M3 Media Group, is a strategic technology partner serving the healthcare and life sciences industries. With almost 20 years of experience developing and delivering innovative technology solutions, we enable our clients to better engage their audience, and solve the challenges they face to improve communications, drive sales, and ensure customer loyalty. Our latest innovation, Ping™, powered by Amazon technology, is a complete IoT ecosystem for healthcare applications.

About PM360

PM360 is the premier, must-read magazine for marketing decision makers in the pharmaceutical, biotech, medical device, and diagnostics industries. Published monthly, *PM360* is the only journal that focuses on delivering the full spectrum of practical information necessary for product managers and pharmaceutical marketing professionals to succeed in the complex and highly regulated healthcare environment.

The journal’s targeted and insightful editorial focuses on issues that directly impact critical decision making, including: Planning and implementation of cutting-edge strategies, trends, the latest technological advances, branding/marketing, advertising/promotion, patient/professional education, sales, market research, PR, and leadership. Additionally, the “360” in the title signifies the span of this critical, how-to info with personal and career insights for an enjoyable and thought-provoking read.

By providing the full circle of enriching content, *PM360* is truly an indispensable tool for busy and productive marketing professionals to stay at the top of their game.