



FOR IMMEDIATE RELEASE.

DATE: September 23, 2008

CONTACT NAME: Rick Rhyner

PHONE: 913.451.9102

EMAIL: rrhyner@rhycom.com

Clinical Business Solutions hires Rhycom for strategic brand development.

(Overland Park, KS)—Rhycom, a full service, strategic communications agency, has added Clinical Business Solutions (CBS) to its growing roster. CBS chose Rhycom based on its healthcare and pharmaceutical marketing experience. Rhycom will work with CBS to develop their corporate identity, as well as provide strategic planning, positioning and creative development.

“CBS is a great addition to our current group of healthcare clients,” stated Rick Rhyner, President of Rhycom. “It gives us an opportunity to grow in the area of business-to-business healthcare marketing. We are excited to work with CBS and look forward to the creative partnership.”

“We partnered with Rhycom for strategic brand analysis, planning and development. Because we are part of the Accredo Health Group, we wanted to evaluate our brand on a holistic and integrated basis. They have a comprehensive branding process that enabled us to work through the entire brand and formulate our brand strategy, repositioning and messaging,” expressed Suzanne Richards, Senior Manager, Business Development, Clinical Business Solutions, Inc. “Rhycom understands the complexities of the healthcare space—I would strongly recommend them.”

[About Clinical Business Solutions](#)

Clinical Business Solutions is a wholly-owned subsidiary of Accredo Health, Inc. For more than twenty years, Clinical Business Solutions has provided unique business solutions, resources and flexibility—from late-phase product development to product launch and beyond—to pharmaceutical and biopharmaceutical manufacturers, contract research organizations and insurance providers.

[About Rhycom](#)

Rhycom focuses on strategy, creativity and commitment to clients, and consistently ranks in the *Kansas City Business Journal's* “Top 25 Advertising Agencies.” Founded in 1999, Rhycom conceives and executes interactive and traditional marketing and advertising campaigns. Our clients include start-ups, established brands, and national and international corporations all with a common goal—to grow their business and their brand. Rhycom’s services include strategic planning, research, advertising, interactive, web development, public relations and event promotion.