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## Vince & Associates Clinical Research taps Rhycom for web development and corporate identity

(Overland Park, KS)—Rhycom, a full service, strategic communications agency, has added Vince & Associates Clinical Research (VACR) to its roster of healthcare clients. VACR chose Rhycom for corporate identity and website development. VACR's website targets two audiences, pharmaceutical companies that sponsor clinical trials and patients who seek to participate in clinical trials.

"We are excited to have the opportunity to work with Vince & Associates. They are very well known in the clinical trial space locally and nationally and a great fit with our current healthcare clients," stated Rick Rhyner, President of Rhycom. "The project gives us an opportunity to develop a web platform that will help VACR recruit patients for trials as well as enhance their positioning toward sponsors. We welcome VACR and look forward to a creative partnership."

### About Vince and Associates Clinical Research

Vince & Associates Clinical Research is a dedicated research facility that conducts Phase I-IV clinical trials for the global pharmaceutical and biotech industry. Vince & Associates has assembled an experienced team that focuses on quality research data and exceptional customer service while maintaining the highest ethical and professional standards. It has become one of the premier U.S. clinical research sites specializing in central nervous system research, one of the most rapidly growing segments in biopharmaceutical research.

Vince & Associates also specializes in sleep disorders research and has expertise in conducting overnight and outpatient clinical trials. With more than 200 clinical trials completed and clinical experience with more than 70 sponsors and CROs, Vince & Associates is well known and respected for its rapid study start-up and excellent study data.

### 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.



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