



The Inaugural Intellus Worldwide Awards Recognize The Dedication, Leadership, Advocacy, and Impact of Healthcare Insights and Analytics Professionals

Awards to be presented May 20 at the Intellus Worldwide Summit in Philadelphia, PA

On May 20th, Intellus Worldwide will recognize the dedication, leadership, advocacy, and impact of some of the best in the healthcare insights and analytics field. The awards will be presented at the [2019 Intellus Worldwide Summit](#) in Philadelphia.

These awards draw from the deep history and prestige of award programs from Intellus legacy organizations PBIRG (Pharmaceutical Business Intelligence & Research Group) and PMRG (Pharmaceutical Marketing Research Group). They further represent the expanded impact and bold, exciting future for this nonprofit association serving global manufacturers and service providers representing pharmaceuticals, biologics, medical device and diagnostics, and patients.

"It's important to give individuals recognition for the time they spend and the dedication they bring to this community, and this industry," says Paul Allen, Executive Vice President of Olson Research Group and the 2019 recipient of the [Intellus Clement-Fordyce Award](#). "Not only does this recognize individual volunteers, but it also shows that market research is an industry and a profession that evolves over time. And this can help inspire others to get involved."

Paul Golota, CEO and co-founder of MedSurvey and a 2019 recipient of the [Intellus Impact Award](#), adds that these awards also help to shine a spotlight on great work. "By sharing examples of inspiring company programs or research efforts, Intellus shares best practices to help make everybody better," he remarks.



Intellus Clement-Fordyce Award

The Intellus Clement-Fordyce Award recognizes the lifetime achievement of the best of the best within the healthcare insights and analytics industry. The award brings together two prestigious honors—PBIRG's Mary Clement Lifetime Achievement Award and PMRG's R.R. Fordyce Award. Honorees are chosen for their outstanding character, ethics, and leadership; their dedication to company, colleagues, and Intellus; their superior expertise, creative, and ingenuity in the field; and their continual dedication to mentoring junior colleagues and bettering the healthcare insights and analytics profession.

Paul Allen, Executive Vice President, Olson Research Group, Inc.

This year's recipient, Paul Allen, is the perfect fit as the inaugural honoree of this award. As president of PMRG in 2017, Paul was instrumental in bringing the organization together with PBIRG to create Intellus Worldwide. Throughout the merger process, he remained a steadfast leader and partner to volunteers and staff members from both organizations. He also served as a positive and proactive voice, continually seeking out creative solutions to the



many complex issues that come with bringing two organizations together. "It is such an honor to receive this inaugural Intellus award," he remarks. "I am so very proud of the industry that we work in as well as this new organization of Intellus and all that it means with its deep history."

Prior to the creation of Intellus, Paul was a longtime member and volunteer in the PMRG community. Through his work on several committees, in leadership roles, and in moderating panels and presenting sessions, Paul has long been a dedicated advocate for the organization and the industry. In 2014, he received PMRG's 2014 President's Award for his consistent support of the community.

This leadership and dedication extends to Paul's corporate work as well. In his role as Executive Vice President of Olson Research Group, Inc., Paul oversees business development and client services. He is known for helping the company build long-term partnerships with clients by instilling confidence in the research process. This confidence comes largely from Paul's ability to quickly and accurately determine evolving client needs and develop creative solutions to keep projects moving toward a successful conclusion.

Above all, Paul is known for his practice of actively engaging everyone on the research team, encouraging questions and contributions and exposing more junior members to aspects beyond their customary roles. He is also a strong advocate of the Intellus Young Professionals Committee. Indeed, when asked about the aspect of this award that brings him the most pride, Paul ranked the acknowledgement of his willingness to mentor at the top of the list.

"Seeing that little spark of creativity and dedication in the more junior folks on our teams is something we need to always be looking for. I had someone take a chance on me by hiring me out of the research lab and teaching me the fundamentals of market research," Paul recalls. "Giving folks the opportunity to step outside the box and take on new challenges is how we build our industry."

Noting that this has never been more important than in today's ever-evolving health care industry, Paul adds that the Intellus commitment to growing the next generation of insights and analytics professionals is critical. "It is so important to me that Intellus is the organization that allows young people to come into this profession and see that they can really make a career out of this," he says. "At the end of the day, that's what it's all about—sharing and bringing people in, so we can all grow."



Intellus Impact Awards

The Intellus Impact Awards serve to strengthen the organization's commitment to the three pillars of its mission: Advocacy, Community, and Professional Development. This year's recipients are Curtis Freitag, Director at Gilead Sciences, Paul Golota, CEO and Co-founder of MedSurvey, and Katy Irving, Senior Research Director at HRW.

Curtis Freitag, Director, Gilead Sciences

A longstanding member of PMRG and now Intellus, Curt Freitag is receiving this award for his work leading the market research and analytics efforts to support Gilead's hepatitis C (HCV) franchise. Curt's leadership came during a time of dramatic change in this previously silent disease area, with treatment success rates rising and side effect profiles lowering significantly. His tenure to date includes the launch of three key HCV treatments.



Under Curt's leadership, the Gilead market research and analytics team used innovative techniques and tools to create a branded direct to consumer (DTC) campaign to increase awareness of Gilead HCV treatments. They also developed a multi-channel strategy to increase healthcare provider and patient awareness of Hepatitis C (HCV) as a national and global concern.

"It's exciting to be recognized for this work because it's been some of the most inspiring work I've ever had the opportunity to be involved in," says Curt. "Our team dug deep to find an emotional hook that would reach and motivate the people who needed to get tested and treated for this serious disease. We did this by listening carefully to patients, and working hard to make our message relevant within the context of their greater lives."

The team's work—and Curt's advocacy for pushing boundaries in research design—led to uncovering deep-seated resistance to HCV treatment, issues specific to the low health literacy patient population, and a large cohort of undiagnosed consumers. As a result, the campaign debunked decades-long stigmas around the disease and raised the population's level of health literacy about HCV. This has led to millions of people getting tested and tens of thousands being cured.

Paul Golota, CEO and Co-founder, MedSurvey

As CEO and Co-founder of MedSurvey (formerly Ricca Group), Paul Golota is dedicated to building and maintaining an open, collaborative culture. Colleagues remark on his practice of foregoing a private office to instead work together with employees in the company's open concept layout. His focus, colleagues say, is not on positions, but on people. And it shows in his practice of hiring people with strong values, a strong work ethic, and genuine curiosity—and then working tirelessly to bring out their strengths.



Under Paul's leadership, MedSurvey invests heavily in training opportunities for employees at all levels, and actively encourages management to continually work to spot potential and engage in conversations to encourage growth. Through this approach, Paul advocates both for individuals and for better insights and analytics. He has been instrumental in helping to build the careers of many market research professionals who are now viewed as subject matter experts within their fields. And his strong investment in bringing out the strengths of each individual ultimately improves the entire team. This is reflected in MedSurvey's rapid growth, recently earning recognition as one of the *Inc.* 5000 fastest growing companies.

For Paul, this advocacy for the individual doesn't stop at the doors of MedSurvey. He is also a passionate advocate for stronger relationships with research respondents. "Sharon Ricca, my mentor and longtime business partner, instilled in me the philosophy that the relationship with the respondent is key," says Golota. "It's important that we value the experience of not only the people who work with us, but also of the people who take part in our research efforts."

It's easy to lose sight of this amid the pressures of today's insights and analytics industry, but Paul says respondent relationships are critical to the industry's future. "That's what really matters to me," he adds. "I see a lot of people we've trained here at MedSurvey, and who've since moved on, out there making the right decisions. And I see that as a huge win for me, for MedSurvey, and for the industry as a whole."

Katy Irving, Senior Research Director, HRW

Katy Irving was among the first in the industry to recognize the need to not just identify and explain a behavioral pattern, but to develop practical approaches clients can use to change behavior. Bringing together principles of behavioral economics, neurolinguistic programming, and psychology, Katy single-handedly launched a unit called "HRW Shift." This unique approach—now a core company offering—allows HRW to offer actionable solutions based on validated principles as well as to apply behavioral science to inform research methodologies and approaches.

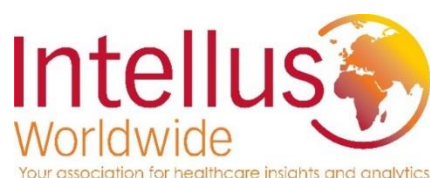


Colleagues say that Katy has worked tirelessly to roll out the Shift program and train the multidisciplinary group of employees who make up its core team. She has also played an integral role in informing many of HRW's approaches, and the company attributes many of their project wins, high client satisfaction scores, and repeat business to her team's work.

Beyond this, Katy is a dedicated advocate for HRW and for the insights and analytics industry. She has contributed to a number of the company's papers and presentations and regularly runs training sessions to keep her colleagues up to speed in the latest developments.

"This Intellus Impact award means so much to me and to our whole unit," says Katy. "We are all passionate about sharing our experiences industry-wide through conferences, podcasts, and articles because we really want to make sure that behavioral science and behavioral economics aren't just buzz words or a passing phase. We work really hard to make sure that we're delivering the latest and most validated thinking, that it always has a 'sharp end' about what to do next, and that it's making a meaningful difference for our clients."

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Intellus Worldwide is the birth of two well-renowned industry associations coming together. PBIRG (Pharmaceutical Business Intelligence & Research Group) and PMRG (Pharmaceutical Marketing Research Group) have over 50 years of experience in the healthcare marketing research industry. In January 2018, these two organizations joined together to form Intellus Worldwide, Your Association for Healthcare Insights and Analytics. Intellus Worldwide services global manufacturers and service providers representing biopharmaceuticals, biotech, medical device and diagnostics, and patients.

For more information about Intellus Worldwide, visit www.intellus.org or contact Stephanie Sheffler, Intellus COO at stephanie@intellus.org.