



FOR IMMEDIATE RELEASE

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NASP and SmartBrief Partner on Specialty Pharmacy SmartBrief

Daily e-brief for the specialty pharmacy industry

ALEXANDRIA, VA/WASHINGTON, DC — The National Association of Specialty Pharmacy (NASP) and SmartBrief recently partnered to deliver a daily newsletter providing the specialty pharmacy industry with a snapshot of the top news in the industry. The purpose of this brief is to keep specialty pharmacies, pharmaceutical and biotechnology manufacturers, GPOs, distributors and other specialty pharmacy stakeholders engaged in and informed. This free resource will launch on April 27, 2015.

“We are looking forward to the launch of our first news brief solely dedicated to the specialty pharmacy industry,” said Rick Stamberger, CEO of SmartBrief. “With generous guidance from NASP, Specialty Pharmacy SmartBrief will provide the industry with its top news stories every day, all while further solidifying NASP’s role as industry thought leaders.”

Specialty Pharmacy SmartBrief will provide the day’s trending news on legislation, regulation, clinical and research advancements, and technology updates within the industry. Specialty Pharmacy SmartBrief will also capture the latest events, resources and updates from NASP.

“NASP is pleased to provide the new professionally prepared resource to members and others in the specialty pharmacy industry,” said NASP President Mike Ellis, RPh. “The NASP SmartBrief will be a quick read, providing a easy way to stay abreast of news stories relevant to all specialty pharmacy stakeholders.”

Serving more than 5.5 million senior executives, thought leaders and industry professionals, SmartBrief is the leading online publisher of targeted business news and information by industry. By combining technology and editorial expertise, SmartBrief filters thousands of sources daily to deliver the most relevant industry news in partnership with more than 200 trade associations, professional societies, nonprofits and corporate entities.

The National Association of Specialty Pharmacy is a 501(c)(6) trade association representing all stakeholders in the specialty pharmacy industry. Our members include the nation’s leading specialty pharmacies, pharmaceutical and biotechnology manufacturers, GPOs, distributors and more. With over 71 corporate members and 1,200 individuals, NASP is the unified voice of specialty pharmacy in the United States. www.naspnet.org.

To learn more or sign up for Specialty Pharmacy SmartBrief, visit www.smartbrief.com/NASP.

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