

**FOR IMMEDIATE RELEASE****CONTACT:**  
Marita Gomez  
630-936-9105**Advanced Clinical Concepts Founder and President,  
David Rear, RPh, Recognized as one of Pharma's Top 100**

Bridgewater, N.J., August 1, 2013 — PharmaVOICE has chosen David Rear, RPh, as one of the industry's 100 most influential individuals. Each year the publication recognizes a select group of individuals who have — through their leadership, entrepreneurial drive, and inspiration — helped change the life-sciences industry.

David Rear is Founder and President of Advanced Clinical Concepts (ACC) LLC, a fast-growing medical and scientific communications company committed to developing medical communications that help clinicians make better decisions about the brands they use, resulting in improved patient care.

“The PharmaVOICE 100 are individuals who think outside the box, pioneer new paths to success, and inspire their colleagues in the industry,” said Taren Grom, Cofounding Partner and Editor-in-Chief of PharmaVOICE. “They turn industry issues into opportunities and take the time to mentor the next generation of leaders.”

Rear has more than 25 years experience in the pharmaceutical industry and in medical communications. He offers an in-depth understanding of the medical and marketing aspects of brand management. Prior to establishing ACC, Rear was Associate Director of Medical Education at Novo Nordisk, and was responsible for the creation of a Medical Education unit within Diabetes Marketing.

Rear began his career at the Johnson & Johnson Pharmaceutical Research Institute in Pharmaceutical Development where he was involved in optimizing formulations for both solid and semi-solid dosage forms. He later worked as a Sales Representative with the

**— MORE —**



Strategy. Science. Solutions.

Dermatological Division of Ortho Pharmaceutical, managing a sales territory; he subsequently held various management-level positions within Ortho in Sales Training and Marketing.

From the agency side, he has collaborated with clients in a broad range of companies including Bristol-Myers Squibb, Daiichi-Sankyo, Novartis, Novo Nordisk, Schering-Plough, and Teva.

PharmaVOICE is one of the leading publications in the life-sciences industry. It reaches nearly 20,000 readers every month in print and more than 70,000 online. Its unique horizontal editorial approach cuts across industry silos, providing a holistic overview of the life-sciences industry, addressing a range of topics from molecule through market.

The PharmaVOICE 100 honors leading executives from across the life-science industry who have been nominated by PharmaVOICE readers. A panel of editors selects the winners based on the ability to inspire and motivate their peers, as well as their personal accomplishments, and their community and philanthropic activities.

### **About Advanced Clinical Concepts**

Advanced Clinical Concepts (ACC) is a fast-growing medical and scientific communications agency based in Bridgewater, N.J. ACC combines scientific expertise and strategic insight with a passion to support their clients' brands through a broad range of services including scientific platform development and communication planning, product commercialization, and promotional medical education. To learn more about ACC, go to [advancedclinical.net](http://advancedclinical.net) or call Steve Lang at **908-450-5674**.

# # #