

Noiseworks Appointed by 21C for 'Pandemic Manager' Launch

Submitted by: Noiseworks

Monday, 22 June 2009

Specialist healthcare information management consultancy appoints Noiseworks (<http://www.noiseworks.com>) for PR and analyst (<http://www.noiseworks.com>) relations campaign

London, UK – 22 June 2009 – Healthcare information management specialists, 21C have appointed marketing services (<http://www.noiseworks.com>) agency, Noiseworks, for PR (<http://www.noiseworks.com>) and analyst support with a particular focus on its new Pandemic Manager solution. The campaign targets UK primary care trusts (PCTs) as well as global healthcare providers and influencers.

The current swine flu pandemic, declared only last week, has required the NHS to consider its processes for identifying patients, matching them to the availability of vaccines and controlling the overall process. 21C has developed Pandemic Manager, a business intelligence (BI) solution based on the standard Microsoft BI software stack for automating the allocation of vaccines to PCTs managing vaccine distribution centres.

Paul Henderson, Managing Director at 21C explains: "We're already experiencing a great deal of interest in Pandemic Manager from NHS trusts and the Department of Health, and especially those PCTs first affected by avian flu last time round. So, we have been particularly impressed by Noiseworks' ability to mobilise its team so quickly and effectively; getting straight to the heart of the current news agenda."

Indeed, within the first few days of the relationship 21C has received coverage in the Wall Street Journal, several healthcare trade titles and had an interview with the Independent on Sunday.

Natalie Sutton, Associate Director at Noiseworks, adds: "The level of expertise among 21C consultants coupled with the affordability and quick time-to-value of its solutions already made for a compelling proposition. The Company's further ability to respond to the risk mitigation demands of the healthcare sector with innovative solutions like Pandemic Manager means that we're very excited about the ongoing campaign."

21C joins a roster of global brands in the Noiseworks client portfolio that includes BMC Software, NETGEAR, Sybase and TANDBERG.

About 21C

21C provides NHS Business Intelligence Portals based upon the Microsoft Business Intelligence software stack, best practice data warehouse design methodologies and most importantly an extensive health sector experience. The company demystifies business intelligence by delivering solutions, packaged or through consultancy engagements that connect health care professionals with their data and enable them to access information in way best suited to them. 21C's solution provides PCTs with access to performance KPIs, operational or clinical dashboards or direct access to data using analytical tools. For further information see www.21c.it.

About Noiseworks

Noiseworks is a successful, results-driven PR & marketing services agency working with some of the world's largest and fastest growing companies. Noiseworks delivers strategic and exciting communications consultancy to maximise brand awareness and sales. Established in 1989, its vibrant and creative approach ensures that Noiseworks continues to be one of the most sought after independent consultancies in the UK. www.Noiseworks.com. Noiseworks is also a founding member of a global network of independent agencies that operates European and global marketing campaigns and projects, www.neweconomypartners.net

Press contacts

Danielle Cook/Sarita Sawhney, Noiseworks

Tel: +44 (0)1628 628080

21C@noiseworks.com