

# Qi, part of CommonHealth

## Company Profile

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innovation is our passion.  
technology, our world.  
digital, our playground.

the next hot thing?  
we turn it into smart,  
effective marketing campaigns.  
we create uncommon solutions  
in the digital space,  
using market research  
to drive brand strategies and tactics.  
effectiveness is always measured, never assumed.

pharmaceuticals—this isn't a hobby for us.  
it's what we do  
every day.

new media marketing.  
mobile, video, and social,  
sometimes separate, sometimes together.  
simple solutions for complex ideas.

geek is the new black—and we're the new geek.

## Services and Offerings

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### Business Development

- Online strategy & media planning
- Online market research & competitive analysis
- Market research competitive analyses
- Online surveys & concept testing
- Search engine marketing & optimization
- Social network marketing
- eCRM solutions
- Database design & development

### Strategic Multimedia Design & Production

- Product- & disease-specific websites
- Desktop applications
- eDetailing
- Interactive convention panels
- Distance learning (sales, HCP, consumer)
- Game-based learning tools

## FASTFACTS

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**Address:** 430 Interpace Parkway,  
Parsippany, NJ 07054

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### Management:

Boris Kushkuley, President, 973-352-4179

Mark Jones, SVP, Managing Director, 973-352-2366

Rima Nachshen, SVP, Director of Client Services, 973-352-4289

**Website:** <http://www.commonhealth.com/qi>

**Year Founded:** 2002

**Top Clients:** Bayer Pharmaceuticals, Reckitt Benckiser, Merck

### Video Services

- Pre-production planning & location scouting
- On-location & in-studio shoots
- After Effects, Maya (3-D)
- Animation & 3-D MOAs
- Interactive video technology
- Streaming video & webinars
- YouTube & viral video marketing

### Mobile Tools & Portable Applications

- iPhone Apps, Palm, Blackberry, Windows CE
- SMS
- Tablet PC, Proscaper Gold, & Skura
- Kindle, iPad, & eBook advertising strategies

### Interactive Advertising & Reporting

- Search Engine Marketing (SEM)
- Omniture, Webtrends Atlas, & Google Analytics
- Flash banners, design & tracking