

## ICON completes acquisition of MediMedia Pharma

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ICON has completed the acquisition of MediMedia Pharma Solutions. The acquisition brings ICON new scientific communications capabilities which together with ICON's existing Commercialisation and Outcomes practices, creates the industry's leading integrated market access solution.

Commenting on the completion of the acquisition, Mr Ciaran Murray, CEO, ICON "Helping customers establish and communicate the value of their products has become increasingly important as payers look for evidence linking efficacy, value and price. MediMedia deepens the expertise and capabilities of our market-leading commercialisation and outcomes group and brings outstanding scientific and medical communications capabilities. We are delighted to welcome them to the ICON team."