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Industry Consulting Award and Forthcoming Book Among the Highlights of Forma Life Science Marketing's 25th Anniversary Year

CEO and Founding Partner David Chapin Named Best Consultant in 2013 BDO Triangle Life Science Awards

Raleigh, NC – May 21, 2013 – As a fitting tribute to his company's 25th year in business, [David Chapin](#), Co-Founder and CEO of [Forma Life Science Marketing](#), is among the first recipients of the [2013 Life Sciences Awards](#), sponsored by the [Triangle Business Journal](#) and accounting giant [BDO](#).

Chapin was named Best Consultant in the awards program as a member of the inaugural class. The category recognizes the unique role that the awardee plays in the promotion and success of life sciences companies in the Triangle. Nominees represented a wide range of business services, including financial, legal and marketing.

Along with the program's 14 other individual and organizational awardees, Chapin will be honored at an awards luncheon June 13 at [The Umstead Hotel & Spa](#) in Cary.

'Sophisticated insight, ... competitive advantage, effective results'

"Forma understands the life science sector: we got sophisticated insight and clear rationale. Forma offers great marketing strategy: we got on-target clarification and distillation of our competitive advantage. Forma executes: we got a strong launch for our new organization and incredibly effective results," said Patrick K. Donnelly, CEO of Aptiv Solutions.

Forma specializes in strategic marketing for the life sciences industry, using its proprietary diagnostic and analytical process to help organizations develop compelling positioning and messaging. Chapin's disciplined focus on the market segment is the driver behind another hallmark of Forma's silver-anniversary year – the release of his forthcoming book [Making the Complex Compelling: Effective Marketing for the Life Sciences](#).

Bridging the gap between science and marketing

Chapin says his book is a culmination of the skills, expertise, and insight honed over more than a quarter-century of real-world experience that crosses the academic and creative divide. “*Making the Complex Compelling*,” he says, helps “bridge the gap between scientific and marketing world views” in ways that empower the two disciplines to successfully and profitably bring life science products and services to market.

“This gap is significant: scientists are intent on experimentation, the scientific process, and responding in complete detail to every question,” Chapin explains. “Marketers are laser-focused on understanding the needs of their target audiences and consistently finding ways to address them through compelling clear communication.”

Success in the life sciences industry, he continues, demands a thorough examination of what makes an organization truly unique – something that is nearly impossible to accomplish objectively and effectively without outside counsel. Once that’s done, the entire organization must buy into the agreed-upon positioning and value proposition and express it with disciplined and consistent approach that clearly articulates those unique benefits.

Forma Medical Device Design is a key differentiator

One of Forma’s own differentiators is its adjunct business – [Forma Medical Device Design](#) – which designs medical devices and products for the life science industry; Chapin is the named inventor on more than 40 patents. Outcomes are focused on simplifying a product’s engineering and manufacturing, and improving its functionality, ease-of-use, and aesthetic appeal. End-user research often plays a key role in the Forma process of designing a product that is intuitive, attractive, and effective.

Chapin founded Forma with his wife, [Meg Revelle](#), in 1988. Among their earliest clients was [Quintiles](#), which made its IPO this month. As part of a branding project for the contract research organization (which at the time had just 35 employees), Forma designed Quintiles’ symbol, which appears as a distinctive landmark along the stretch of Route 40 that runs through [Research Triangle Park](#). In the years since, Forma’s client roster has included many other well-known pharma and biotech companies across the country.

[Chapin](#) holds a Bachelor’s degree with honors in Physics from Swarthmore College and a Master’s degree in Design from North Carolina State University. He is the named inventor of more than 40 U.S. patents and additional patents in other countries, and has been awarded and recognized for his work in *The Harvard Business Review*, *Medical Marketing and Media Magazine*, *Print*

Magazine, ID Magazine, Design News Magazine and several books about design. Chapin is a frequent guest [speaker](#) in the life sciences industry, and has taught at the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill and the College of Design at North Carolina State University.

About Forma

Now in its 25th year, [Forma Life Science Marketing](#) is a leading marketing firm for the life science, biotech and medical device industries, headquartered in Raleigh, NC, just minutes from Research Triangle Park. Forma distills and communicates complex messages for sophisticated audiences through a breadth of strategic services, including positioning and message development, marketing communications and design, web development and interactive services, direct marketing, and print design.