11 August 2010

Iris Interactive wins three national awards at the 2010 iAwards, including the e-Health award and the prestigious Inspiration award for the "best of the best" ICT innovation in Australia

The e-Health award is presented to the most innovative ICT solution that supports superior outcomes across the broad spectrum of services and activities delivered by healthcare professionals.

Iris Pharma helps pharmaceutical and healthcare companies bring innovative and lifesaving medicines to patients faster.

Iris Pharma is the only product commercialisation software tailored for the pharmaceutical and Healthcare industry in the world.

Iris Pharma is the only product suite that comprehensively covers all the processes for launching and managing pharmaceutical and healthcare brands.

Our software is being used in 25 countries by over 3000 professionals in Marketing, Medical, Market Access, Agencies and Executives in many of the top pharmaceutical, healthcare and consumer companies of today.

The Australian Information Industry Association (AIIA) announced the top technology innovators for the year at the gala dinner held in Melbourne to celebrate the 2010 iAwards.

Iris Interactive won the most awards; with three awards, one in e-Health, a merit recipient for Industrial Applications and the most coveted award, the Inspiration Award, for the 'best of the best' ICT innovation.

The Iris team with the Governor of Victoria, Professor David de Kretser, A.C.

The two iAwards (e-Health and Inspiration) and Merit Recipient for Industrial Applications

About the iAwards

The iAwards is the leading awards program for Australian technology innovators and the only truly international awards program delivered to the national ICT community.

For 16 years the Australian Information Industry Association (AIIA) has hosted the iAwards as the Australian member of the Asia-Pacific ICT Alliance Awards (APICTA), to deliver the only truly international awards program to the national technology community.

Click here for the AIIA Media Release with this year's iAwards winners.