

Three Birmingham companies recognized in PwC report

Price Waterhouse Coopers LLP's Health Research Institute [recently came out with a national report](#) that recognizes three birmingham companies for their ability to successfully incorporate innovative technological strategies to their business model.

The report, titled "Digital Accelerators for a New Innovation Era," highlights Atherotech, PharmaPoint and Soluble Therapeutics.

The report shows how those companies will be more successful three to five years into the future because they have a higher focus on mobile technologies, social media and digital data collection. Below are where the companies are mentioned in the report:

Atherotech

"Atherotech Diagnostics Lab, a specialty lab and disease management company and provider of proprietary, comprehensive cholesterol testing, has built a large lipid data library. The company is enhancing this data set by using advanced patient matching technology and algorithms to link patients' history and records."

Soluble Therapeutics

"Soluble Therapeutics, which provides drug formulation instrumentation services, has invested in technologies that allow scientist to predict the combination of additives that will lead to the best outcome."

PharmaPoint

"Before investing heavily in new services they think will work for providers, drug and device companies should understand how far along providers are in adopting innovative methods of care delivery. 'If we're disjointed from a service prospective, we'er going to be disjointed from a technology perspective, too,' said [Mike Plaia](#), chief executive officer of PharmaPoint, a pharmacy management and technology company focused on helping providers improve medication adherence and reduce hospital readmissions."

Source: <http://www.bizjournals.com/birmingham/news/2014/08/27/three-birmingham-companies-recognized-in-pwc.html>

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