

Inhance Digital Named One Of The Most Innovative Companies of 2020

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INHANCE DIGITAL NAMED ONE OF THE MOST INNOVATIVE COMPANIES OF 2020 BY PM360

PM360, a leading trade magazine for marketing decision makers in the pharmaceutical, biotech, medical device, and diagnostics industries, has named Inhance Digital as one of the most innovative Companies of 2020.

Inhance Digital brings brands to life with high-impact motion graphics, 3D animation and interactive stories that help connect customers with the products and services they admire and love. At the forefront of delivering custom, cutting-edge interactive experiences for both in-person brand activations, as well as virtual and online customer engagement, Inhance Digital utilizes the latest software, APIs, development methodologies, a culture of collaboration, and prides itself on being able to overcome the flood of challenges clients face with its innovation and diverse technical proficiency.

“Innovation is the backbone of our company and we recognize how crucial it is to embrace innovation to compete and succeed in a global economy,” says Maziar Farzam, CEO and President of Inhance Digital. “Changes call for innovation, and innovation leads to progress. Ultimately, progress and innovation win.”

Inhance Digital was selected as part of *PM360*’s 9th Annual Innovations Issue published each December. This issue was established to serve as a guide to the year’s most innovative Companies, Startups, Divisions, Products, Services, and Strategies from within the healthcare and life sciences industries. This comprehensive overview of the year’s most innovative achievements in these six categories helps other companies in the industry to find potential partners and offerings that can help them advance healthcare and life sciences.

“Innovation has been and will continue to be crucial as our industry and the world at large continues to deal with COVID-19 and the disruption and devastation it has caused,” says Anna Stashower, CEO, Publisher, and Editor-in-Chief of *PM360*. “The innovative companies, offerings, and strategies found in

this year's guide can provide the help that patients, healthcare professionals, or life sciences organizations need during this time as we all look toward making 2021 a healthier, safer, and overall better new year."

PM360 received hundreds of submissions from across the healthcare and life sciences industries. The editorial staff of *PM360* evaluated each submission and selected their picks for the most innovative, regardless of category. Ultimately, 64 total innovations were featured in the issue. Within the Company category, a total of 12 companies were featured.

All of this year's selections can be found at: www.pm360online.com/pm360-presents-the-2020-innovators.

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About Inhance Digital

Inhance Digital is a full-service interactive agency, with an exceptional track record of success in providing end-to-end multi-media solutions for optimal audience engagement for training, sales, and marketing. Known for creative excellence, Inhance Digital draws award-winning talent from feature films, television shows and video games, and utilizes only the most dynamic technologies from those media. For more than 20 years, Inhance Digital has created best-of-class, innovative interactive content that has set an incredibly high standard in the industry.

About PM360

PM360 is the premier, must-read magazine for marketing decision makers in the pharmaceutical, biotech, medical device, and diagnostics industries. Published monthly, *PM360* is the only journal that focuses on delivering the full spectrum of practical information necessary for product managers and pharmaceutical marketing professionals to succeed in the complex and highly regulated healthcare environment.

The journal's targeted and insightful editorial focuses on issues that directly impact critical decision making, including: Planning and implementation of cutting-edge strategies, trends, the latest technological advances, branding/marketing, advertising/promotion, patient/professional education, sales, market research, PR, and leadership. Additionally, the "360" in the title signifies the span of this critical, how-to info with personal and career insights for an enjoyable and thought-provoking read.

By providing the full circle of enriching content, *PM360* is truly an indispensable tool for busy and

productive marketing professionals to stay at the top of their game.

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