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## Clinically Media's CEO Named One Of The Most Influential People in Healthcare Today Victoria Donovan Wins PM360 2022 ELITE Entrepreneur Award

[Denver, CO - May 24, 2022]: PM360 has named Clinically Media's CEO, Victoria Donovan, as one of the 2022 ELITE 100 in the Entrepreneur category. Now in its eighth year, the PM360 ELITE represents those responsible for progress, and are identified and celebrated as the most influential people in the healthcare industry today. More than 500 submissions were received and nominees were evaluated and selected by the PM360 editorial staff based on their accomplishments; testimonials from their bosses, clients, and colleagues; and supporting evidence that reflects the impact of their efforts.

Victoria was recognized as an ELITE Entrepreneur for being a visionary risk-taker who developed her company, [Clinically Media](#), to answer unmet needs. Victoria is creating notable impact and influence by leading her team in championing innovative solutions for their drug development partners to meet enrollment goals, further medical research, expand DEI (diversity, equity, and inclusion) efforts, and improve patients' lives. As a patient recruitment and retention agency, Clinically Media connects thousands of patients of all identities with groundbreaking, new therapies.

Victoria shared that "I see my role in the pharmaceutical space as an opportunity to break down the barriers to clinical trials – bringing a new perspective to clinical studies and connecting patients of all backgrounds and identities who may benefit the most to potentially groundbreaking treatments. Participants in clinical research are pivotal players in bringing new drugs to patients, and it's important to me that that information is communicated through thoughtful, authentic messaging to reach high-quality patients."

"Many of this year's winners sprang into action to improve areas needing changes, including addressing health equity, social determinants of health, clinical research, patient access and affordability, and much more. That's what makes them the most influential people our industry has to offer—their ability to push the industry forward to make healthcare better for all" said Anna Stashower, CEO and Publisher of PM360.

Clinically Media is continuously working towards improving access to clinical trials and expanding DEI efforts and impact. For example, when faced with the issue of making clinical trials accessible to all, Victoria was quick to establish a partnership with Uber Health. Now, Clinically Media's clients and patients are able to provide and receive transportation to and from clinical trial appointments with ease.

Victoria was profiled in PM360's May 2022 issue. Learn more about this year's award winners [here](#), and read Victoria's profile [here](#).

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**About Clinically Media:** Clinically Media is an award-winning, full-service agency based in Denver, Colorado that is proudly women-owned and led. Specializing in patient recruitment and retention in clinical research, Clinically Media helps drug development and device companies efficiently source patients using data-driven, cost-effective solutions, as well as prepare for fundraising and commercial launch. Follow [Clinically Media](#) on [LinkedIn](#), [Instagram](#), [Facebook](#) and [Twitter](#).

**About PM360:** PM360 is the premier information resource for marketing decision-makers in the pharmaceutical, biotech, diagnostics, and medical device sectors. 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.

