



MESSAGE FROM THE CEO

It is with great excitement that I welcome you to the inaugural edition of QPharma’s industry newsletter. This marks a new chapter in adding an additional way on how we connect, communicate, and collaborate with you, our most important stakeholders.

At the heart of everything we do is a deep commitment to Client Success. We believe that true success is built not just on delivering exceptional service, but on forging lasting partnerships grounded in trust, transparency, and shared goals. This newsletter is one more way we aim to keep you informed, inspired, and engaged as we continue to grow together.

Each edition will spotlight the people, innovations, and insights that drive our mission forward. You’ll hear stories of impact, learn about new initiatives, and gain a closer look at how we’re working to elevate your experience every step of the way.

Thank you for being part of our journey. We’re honored to serve you, and excited for what’s ahead.

Reno Amadori, CEO

Guiding Life Sciences Through the Salesforce – Veeva CRM Split

As Salesforce and Veeva part ways, life sciences companies face critical decisions about their Commercial CRM ecosystems. QPharma stands as a trusted partner in navigating this transition offering strategic, technical and operational support to help clients maintain business continuity, regulatory compliance and field effectiveness. No matter the path forward!

What’s Changing?

The long-standing integration between Salesforce and Veeva CRM is coming to an end. Organizations must now decide whether to:

- Migrate to Veeva Vault CRM, Veeva’s new standalone CRM built on its own platform
- Stay with Salesforce
- Transition to an alternative CRM solution

Check out what Veeva and Salesforce have to say: [Click here](#)

Inside This Edition:

- Salesforce Veeva Split
- Blog Highlight
- Compliance Reminder
- Industry Insight
- Employee Spotlight

QPHARMA PULSE: WHERE INNOVATION MEETS INSIGHT

Insight: Omnichannel

As the pharmaceutical industry evolves, sales representatives are adapting to a more digitally integrated, patient-centric environment through virtual and hybrid engagement models.

Omnichannel strategies, blending in-person visits, digital content, email, webinars, conferences, and social media are enabling more personalized, data-informed interactions with healthcare providers. This integrated approach provides consistent messaging, enhances brand awareness, supports clinical education, and drives alignment between sales and marketing teams to meet the demands of today's healthcare ecosystem.

Ready to elevate your engagement strategy? Discover how omnichannel approaches can transform your HCP interactions and drive measurable impact. Connect with our team to explore how to operationalize your strategy.

Proactive Alerts:

Vermont has updated its Prescribed Products Gift Ban and Disclosure Law, increasing the annual manufacturer fee and shifting processing fee responsibility to the payor, effective July 1, 2025.

[Click Here to Read More](#)

Our Latest Blog...

Discover how blending DTP delivery and field sampling is transforming healthcare practitioner engagement in our latest blog *The Evolution of Hybrid Sampling Models*.

[Click here to see QPharma's full Blog Series](#)



Save the Date: 5th Annual Thought Leader Liaison Engagement Summit! October 15-16 | Philadelphia, PA

QPharma is excited to attend along with our very own [Badal Shah, B.Pharm, MBS \(M.S., M.B.A\)](#), Founder & President of Neolytica - A QPharma Company, who will lead an exclusive Neolytica session on data driven strategies and actionable insights. [Click here to read more](#)

QPHARMA PULSE: EMPLOYEE SPOTLIGHT



Scott Collins
Principal Validation Consultant

Scott's journey at QPharma began with a referral from former colleagues who recognized his deep expertise in lab systems and validation. Over three decades, he's evolved from managing lab equipment to leading complex remediation projects, training clients, and speaking at industry conferences.

What's kept Scott here? The constant change, the opportunity to learn, and a culture of support and trust. He's proud of helping lift a client's FDA Warning Letter in record time and values the collaborative spirit that defines QPharma.

Outside of work, Scott enjoys gardening, hiking, and traveling with his wife. He gives heartfelt shoutout to QPharma's founder along with the current CEO for their leadership and support.

Scott's advice: Whether you're just starting out or looking to lead, QPharma is ready to walk the journey with you.

What's kept him here for three decades?

"It's never the same work twice. Every client, every system, every challenge brings something new."

QPharma's Professional Services

QPharma's Professional Services deliver expert support in quality, compliance, GxP systems validation, and operational optimization across the life sciences industry. We partner with pharmaceutical, biotech, and medical device companies to ensure compliance programs and commercial operations are built for both today's challenges and tomorrow's opportunities. Our team combines deep regulatory expertise with hands-on industry experience, helping clients streamline compliance processes, strengthen commercial readiness, and accelerate time to market.

- Remediation Services
- Quality Systems Implementation
- Systems Validation
- Auditing Services
- Project Management
- Training Services
- Compliance Consulting
- Project Staffing
- Equipment Qualification
- Facility Commissioning

Our goal is simple: to be a trusted partner that helps life science companies stay compliant, operate efficiently, and focus on bringing treatments to patients.