

**LEADING CLINICAL RESEARCH COMPANY AND RESEARCH NURSE PROVIDER APPOINT
HIGHLAND MARKETING**

One of the top providers of clinical research services, [Illingworth Research](#) and the UK's leading independent provider of research nurses, [ResearchNurses.co](#) have appointed Highland Marketing to raise their profile.

Following a competitive pitch, Highland Marketing has been selected to support both of the companies by delivering an integrated PR and social media campaign to promote their services across their target markets.

Illingworth Research carries out clinical trials in an extensive range of therapeutic areas and provides a broad range of services from medical photography to fully outsourced clinical trial monitoring and project management. ResearchNurses.co provides high quality, experienced research nurses for clinical trials across the UK, Europe & beyond. Together they provide the ultimate clinical research partnership.

John Illingworth, managing director of Illingworth Research and ResearchNurses.co, said: "We appointed Highland Marketing as we believe that their deep understanding of the healthcare market and their wide range of contacts are unrivalled. From the initial meeting, it was clear that the team understood our needs both in terms of our traditional PR and digital campaigning requirements and would be able to work alongside us to deliver our key messages to our target audiences."

Previously the two companies had operated under a single brand, known as Clinical Development and Support Services Ltd, however, earlier this year it took a strategic decision to divide the business and allow each unit to pursue their core activities in order to embark on a period of significant expansion and growth.

John Illingworth, added: "Since engaging fully with Highland Marketing, the team has provided the flexibility to allow us to tap into their expertise whenever we need them, giving us immediate results."

Highland Marketing will focus on positioning both of the companies at the forefront of the clinical research industry, creating recognition and awareness of their services both in the UK and worldwide.

Mark Venables, Highland Marketing CEO, said: "Clinical research plays a vital role in solving many of today's healthcare challenges. It is essential that the industry recognises that companies such as Illingworth Research and ResearchNurses.co are crucial in providing an answer to some of those challenges.

"This new relationship demonstrates that Highland Marketing supports clients across the whole healthcare spectrum from extremely specialised areas to those operating in highly competitive markets. It is refreshing to work with such forward thinking organisations, who are keen to embrace social media and use it to help drive their PR and marketing strategy."

Notes**About Illingworth Research and ResearchNurses.co**

- Illingworth Research was founded in 1998 as Clinical Development and Support Services Ltd (CDSS).
- By 2010, the company had significantly expanded both its clinical development services and its research nursing provision. Earlier this year it decided to launch two new brands;

- [Illingworth Research](#) and [ResearchNurses.co](#) into the marketplace.
- Illingworth Research provides clinical research services from project management to clinical monitoring across the world. It is the only UK clinical research organisation to provide medical photography services for clinical trials.
 - ResearchNurses.co is the UK's leading independent provider of research nurses across a whole range of therapeutic areas and a wide variety of settings including homecare.
 - Both Illingworth Research and ResearchNurses.co are guided by the same highly experienced [management team](#) and together provide clients with the ultimate clinical research partnership.
 - For further information visit <http://illingworthresearch.com> and <http://researchnurses.co>.

About Highland Marketing

- Founded in 2002, Highland Marketing is a leader in tailor-made and flexible PR, marketing and communications solutions.
- It operates in the UK and internationally and has a detailed understanding of the healthcare and technology markets.
- The company has a dedicated team of skilled and experienced people all with considerable knowledge and experience within their field.
- It also offers customised business development support geared to help grow client sales.
- For further information contact Mark Venables on +44 (0)1877 339922 or markv@highland-marketing.com or visit www.highland-marketing.com.

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