



Second City Communications & Corpedia Launch RealBiz Shorts Life Sciences - Humorous Corporate Ethics & Compliance Videos for Pharmaceutical and Medical Device Markets

The Corporate Services Arm of the World Famous Comedy Theatre, The Second City, in Partnership with Governance, Risk and Compliance Leader Corpedia, Releases a New Library of RealBiz Shorts – The Hugely Successful Ethics and Compliance Video Vignettes – Focused on Issues Specific to the Pharmaceutical and Medical Device Markets: RealBiz Shorts Life Sciences -- Make Them Laugh and Make Them Think!

Chicago, IL ([PRWEB](#)) July 13, 2011 -- Second City Communications, the corporate services arm of the world famous comedy theatre company, The Second City, in exclusive partnership with governance, risk and compliance leader Corpedia, launches RealBiz Shorts Life Sciences, the second module of ethics and compliance video shorts focused on challenges facing pharmaceutical and medical device sales professionals.

The RealBiz Shorts platform, a runaway success garnering more than 100 clients since its launch at Compliance Week 2010, uses humor to engage employees, drawing attention to serious, high stakes topics, and this new catalog spotlights best – and worst – practices to ensure your employees are acting legally and ethically in the highly regulated area of sales interactions with healthcare providers.

The RealBiz Shorts Life Sciences module, is drawing a strong response from blue chip players in the category with 13 major pharmaceutical and medical device companies signing on to collaborate with Second City Communications and Corpedia as founding partners that helped shape the videos' subject matter. Founding partners include: Medtronic, Roche, Bristol-Myers Squibb, Allergan, Biomet, Cardinal Health, Watson, Johnson & Johnson, Covidien, UCB, Sunovion and others.

“When we launched RealBiz Shorts last year, we wanted to create ethics and compliance content for the YouTube era with interesting, funny programming that goes beyond typical training materials,” said Tom Yorton, CEO of Second City Communications. “People actually enjoy watching the videos, which helps draw attention to the issues and increases the 'ratings' of existing training and resources.”

With more than 100 RealBiz Shorts clients in the first year since its inception, Second City Communications and Corpedia recognized an opportunity to create industry-specific libraries of the videos, allowing companies to jumpstart their ethics and compliance training and communications programs with innovative messages tailored to their unique and most pressing challenges.

“At Corpedia, we recognize the importance our clients place around constantly improving their Ethics and compliance programs and their desire to reach employees, stakeholders and suppliers in a variety of engaging mediums,” said Tim Erblich, EVP of Corpedia. “Accordingly, we are thrilled to continue our comprehensive approach to communication and training by including RealBiz Shorts as part of our solution sets ranging from risk assessments and program benchmarking to both innovative and traditional compliance education.”

Corpedia and Second City Communications are committed to helping businesses in highly regulated industries excel in their governance, risk and compliance efforts.



“The Life Sciences category was a natural place to start,” Yorton said, “And for anyone who doubts that sunshine laws, adverse event reporting and off-label promotions can be made interesting, wait till you see what we’ve come up with!”

Founding clients of the RealBiz Shorts Life Sciences module contributed their subject matter expertise to the development process, helping the Second City Communications writing team hit high priority topics in the right way. “While pairing comedy with compliance may seem counterintuitive, we love how RealBiz Shorts reflects the challenges our people face,” said Clarice McCauley, Counsel for Roche Diagnostics Corporation. “By presenting these important topics in an engaging way, we believe we can improve comprehension and retention, while supporting a positive culture of compliance at our company,” added Sujata Dayal, Chief Compliance Officer and Corporate Vice President at Biomet.

RealBiz Shorts’ tremendous success is attributed both to sending the right message in the right way and their high, multi-purpose Swiss-Army Knife appeal as they are designed to complement clients’ existing compliance programming.

“It’s imperative that our communication break through barriers to our people and get them to buy in, so we love the flexibility of RealBiz Shorts that helps us communicate with our people in a variety of ways,” McCauley said. “We can embed RealBiz Shorts in e-learning, show them to provoke discussion at meetings, send them to our entire organization via email or mobile devices and/or house them on our intranet.”

More information about RealBiz Shorts Life Sciences is available at www.realbizshorts.com/lifesciences. To request a complimentary demonstration of the RealBiz Shorts Life Sciences and for pricing inquiries, please contact Corpedia, the exclusive provider of RealBiz Shorts, at 602.712.9919.

About Second City Communications

Second City Communications (SCC) is the corporate services division of the world-renowned improvisational theatre company, The Second City. Drawing on The Second City’s 50-year legacy of connecting with audiences through powerful, incisive content, SCC works with hundreds of Fortune 1000 clients each year in blended learning/training programs, internal communications initiatives, and brand marketing assignments. More information about SCC is available at:

www.seconcitycommunications.com

About Corpedia

Corpedia (www.corpedia.com) offers a wide variety of innovative and user-friendly programs to help organizations effectively address legal compliance and ethics issues. Developed and implemented by a team of experts with years of experience and industry insight, our solutions familiarize employees with all facets of regulations affecting their company and offer the most measurable outcomes for their compliance and ethics initiatives. With over 700 customers in more than 150 countries, including Wal-Mart, Time Warner, OfficeMax, PepsiCo, and Dun & Bradstreet, Corpedia delivers the right compliance and ethics training to the right people at the right time—every time.

###



Contact Information

Michael Tirrell

Second City Communications

(312) 787-2426

Clea Nabozny

Corpedia

602.712.9919

Online Web 2.0 Version

You can read the online version of this press release [here](#).