

# Grapevine Communications gets to the heart of the matter

Issued by [Grapevine Communications](#)

13 Feb 2009

One of South Africa's leading pharmaceutical companies, Adcock Ingram Healthcare (Prescription Marketing Division) has appointed Grapevine Communications for its PR services kickstarting with a new campaign, 'Adcock Ingram gives a heart'.

In August 2008, Adcock Ingram Pharmaceutical division officially broke away from Tiger Brands to list on the local JSE as Adcock Ingram Healthcare. Adcock Ingram is the longest standing pharmaceutical company, with humble beginnings from a small pharmacy in Krugersdorp 116 years ago. The company has an extensive range of prescription, generic and OTC products and also provides life-saving hospital equipment, diagnostic products and services.

Heart of Soweto is one of the former Tiger Brands' Unite 4 Health projects, which was initially funded to research the incidence of cardiovascular disease in the developing world. Cardiovascular disease is already well documented in developed countries but little data exists in low and middle-income countries to assist in prevention and medical care. The ongoing research is headed by Prof Karen Sliwa, Director of the Soweto Cardiovascular Research Unit at the Wits Department of Cardiology situated at the Chris Hani Baragwanath Hospital.

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