

# ValueCentric's Clowers to Speak on RFID at ASAP's 2006 Midyear Industry & Technology Issues Conference

Orchard Park, NY, June 13, 2006 -- ValueCentric, LLC, the market leader in providing information management and performance analytics to the pharmaceutical industry, is pleased to announce that Lisa Clowers, Vice President, Market Development, will speak on RFID at this year's ASAP Midyear Industry & Technology Issues Conference on Thursday, June 22. The conference will be held at The Breakers in Palm Beach, Florida.

As the former Senior Vice President, Industry Relations at HDMA, Clowers will join Kevin Kite-Powell, Vice President, Hospital Operations, Pharmacy Healthcare Solutions, in a session entitled: "RFID's Role in the Pharmacy Setting: Are We Ready?" During this session, Clowers will discuss RFID, its impact on the distribution chain from the manufacturer to the retail setting, as well as consumer perceptions of the technology. Her discussion will address RFID concerns, such as: impact on the patient community, pharmacy readiness to accept tagged product, effect on patient privacy, and how the Food and Drug Administration plans to support the industry's adoption of RFID.

According to Dave Janca, ValueCentric's Founder & CEO, "The pharmaceutical industry has been investigating the use of radio frequency identification (RFID) on pharmaceutical products for several years. We are confident that as a noted industry expert on RFID, Lisa's session will help to bring a new level of understanding regarding RFID to all participants in the pharmaceutical supply chain. Since RFID's inception, ValueCentric has worked to ensure that our ValueTrak (SM) hosted data management service has been built with the capabilities to keep pace with emerging RFID and e-pedigree technology. It is very important to our customers that we quickly adapt to market requirements and accommodate new technologies, keeping them ahead of industry change is one of our service commitments."

For additional information, including conference registration information, please visit the American Society for Automation in Pharmacy (ASAP) website at [www.asapnet.org](http://www.asapnet.org).

## About ValueCentric, LLC

ValueCentric, LLC is a leading data and performance analytics company providing on-demand services to the pharmaceutical industry. Through its hosted data service, ValueTrak(SM), the company currently analyzes nearly 40% of the U.S. pharmaceutical industry's sales, inventory, service levels and supply chain data, including data provided through the emerging use of RFID. ValueCentric's best-in-class technology strengthens and enhances the profitability of relationships between suppliers and the finished goods forward participants in their supply chain. To learn more, please visit [www.valuecentric.com](http://www.valuecentric.com) or contact David Flood, Vice President, Information Services, at 716-667-0297, x103.

## About American Society for Automation in Pharmacy (ASAP)

ASAP's mission is to assist its members in the application of computer technology in the pharmacist's role as caregiver and in the efficient operation and management of a pharmacy.

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