

ValueCentric Showcases the First Integrated Data Solution in the Pharmaceutical Industry at User Conference

Orchard Park, NY (June 7, 2010) – More than 100 pharmaceutical manufacturers gathered to Marco Island, Florida, for the annual ValueCentric User Conference. Actual, accurate and actionable data was the theme this year as ValueCentric showcased their ability to integrate trade channel and prescription data in one application, an industry first!

“As the industry continues to face challenges with projected or estimated data, we now have the ability to deliver actual prescription data that is integrated directly with direct trade channel data, providing a view from shipments into the supply chain through prescriptions leaving with the consumer. We are responding to the needs of the market for more specific and timely business intelligence allowing pharmaceutical manufacturers to make better business decisions. No other data provider can do that today,” stated Chris Boardman, ValueCentric’s VP of Data Services and Analytics during his session, *Leveraging Prescription Level Data*.

During the conference, attendees witnessed a first-hand view of Prescription Reporting in ValueTrak, its industry leading data and services platform. The new ValueTrak module delivers the ability to drill down to specific pharmacy locations to view product performance, market trends, patient demographics and more. For the first time, this actual, accurate and actionable data can be utilized enterprise wide, bridging the gap between trade and commercial teams and unifying the data in one, on-demand, easy-to-use platform.

“This year’s conference proved to be our most successful yet, not only because of the record number of attendees but the enthusiasm of the attendees around the availability of new integrated data streams and new ValueTrak capabilities.” stated Dave Janca, Founder/CEO of ValueCentric. “The integration of trade channel and prescription data is just the beginning of a data revolution. Technology will continue to play an increasingly important role in the access of data, its timeliness, the integration of data and content, and ease of delivery. As the leader of on-demand pharmaceutical data management and analytics, we are committed to keeping our customers at the forefront these innovative trends in information access and utilization.”

“The ValueCentric User Conference was great,” reported Liz Bastuk, Manager of Trade Operations at UCB, Inc. “Hearing from other users during the Interactive User Forums, the integration of trade and Rx data and access to key ValueCentric staff made this conference incredibly valuable to both me and my company.”

About ValueCentric

ValueCentric, LLC® is the leading provider of on-demand data management and performance analytics to the pharmaceutical industry. ValueTrak, ValueCentric’s on-demand SAS 70 Type II compliant platform, is used on a daily basis by world-class pharmaceutical companies such as AstraZeneca, Johnson & Johnson, Merck and King Pharmaceuticals to analyze sales, inventory, service levels, and critical supply chain data. ValueCentric’s best-in-class technology strengthens and enhances the profitability of relationships between suppliers and the finished goods forward participants in the pharmaceutical supply chain.

To learn more about ValueCentric, please visit www.valuecentric.com or contact Joe Bovi, Vice President of Sales, at 781-771-9827