

# ValueTrak Safe & Secure Supply Chain Module Wins 2011 HDMA Distribution Management Award

*Tampa, FL – March 8, 2011* – Today, ValueCentric was awarded the 2011 HDMA Distribution Management Award for their newest ValueTrak module, Safe & Secure Supply Chain. This award highlights new innovative business processes and the latest best practices in technology that improve the efficiency and effectiveness of the healthcare supply chain and enhance relationships with trading partners.

Accepting the award was Cameron Hall, ValueCentric's Director of Product Management. He stated, "ValueCentric is committed to delivering solutions that address pharmaceutical supply chain data integrity and product security. With the Safe & Secure Supply Chain Module, ValueCentric has demonstrated how product transparency supports manufacturers' efforts to safely, effectively and efficiently distribute their products."

ValueTrak's Safe & Secure Supply Chain Module was developed in response to the needs of manufacturers concerned about ensuring proper distribution of their products. In order to reduce the likelihood of products reaching locations that are not intended, real-time monitoring for distribution and sales at all levels of stocking, selling and dispensing is essential. ValueTrak systematically monitors the market and notifies manufacturers of potential issues immediately, enabling them to prevent and detect improper distribution of their products.

"The focus on enhanced patient safety and supply chain security has never been greater," said Perry Fri, HDMA Senior Vice President of Industry Relations, Membership & Education. "We're pleased ValueCentric can help trading partners rapidly identify and address issues with this new solution and congratulate them on winning the 2011 Distribution Management Award."

## About ValueCentric

ValueCentric, LLC is the leading provider of on-demand data management and performance analytics to the pharmaceutical industry. The company's flagship product, ValueTrak, is a Unified Data and Services Platform that enables all participants of the pharmaceutical supply chain to share, analyze and report critical supply chain data such as sales, inventory, orders, chargebacks, returns and prescription information. Over 200 pharmaceutical companies, including world-class enterprises such as AstraZeneca, Johnson & Johnson and Merck utilize ValueTrak on a daily basis to track how products flow through distribution networks and out to patients.

To learn more about ValueCentric, please visit [www.valuecentric.com](http://www.valuecentric.com) or contact Joe Bovi, Vice President of Sales, at 781-771-9827