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**Contact:**  
**Scott Evans**  
**SDI**  
**267.685.4386**  
**sevans@sdihealth.com**

**Jack Loughran**  
**Buchanan Public Relations**  
**610.649.9292**  
**jack@buchananpr.com**

**FOR IMMEDIATE RELEASE**

**LAUREL EDELMAN, SDI VICE PRESIDENT, CLINICAL, HONORED AS INDUSTRY  
“RISING STAR” BY HEALTHCARE BUSINESSWOMEN’S ASSOCIATION**

PLYMOUTH MEETING, Pa. – May 6, 2010 – **Laurel Edelman, SDI Vice President, Clinical**, will be honored as an industry Rising Star by the Healthcare Businesswomen’s Association (HBA) at its 2010 *Woman of the Year* award luncheon today in New York City.

“Laurel brings a wealth of knowledge and experience in the clinical and public health arena to her clients and to SDI. She embodies SDI’s entrepreneurial spirit — always searching for new opportunities and unique solutions,” said Andrew Kress, SDI’s CEO. “Laurel has been instrumental in expanding the use of novel healthcare data assets in the public healthcare sector, including influenza surveillance for a key federal agency. Her commitment to her clients and command of complex data and methodologies puts Laurel among SDI’s top contributors.”

Edelman has been with SDI since 2000, when she began as Director of Market Research. In 2004, Edelman created the Clinical Operations group to broaden the efforts of SDI in disease surveillance and clinical measurement. She is an expert in disease surveillance, clinical project management, and pharmaceutical marketing, and has a background in biochemistry (advanced bachelor’s degree) and molecular genetics (University of Saskatchewan).

Prior to joining SDI, Edelman was Marketing Director for Respiratory Products for Astra (now AstraZeneca) in both Canada and the United States. During her time with Astra, she was instrumental in the development of the Canadian Network for Asthma Care and launched the inaugural certification program for asthma educators in Canada.

HBA is a global not-for-profit organization dedicated to furthering the advancement of women in healthcare worldwide. HBA Rising Stars are professionals in various sectors of the healthcare industry, including pharmaceutical, biotechnology, advertising, public relations, medical education, and market research, among other fields, and represent various career stages and disciplines. The nomination demonstrates recognition by their company and their colleagues of the outstanding performance, commitment to excellence, and energy and enthusiasm with which Rising Stars approach activities on a daily basis to contribute to their companies' success.

**About SDI**

SDI is a leading healthcare market insight and analytics firm. It provides the industry's most comprehensive de-identified patient-level data to pharmaceutical, biotech, and medical device companies, enabling them to better understand the healthcare market. SDI also serves the government and the financial services, media, and consumer packaged goods industries. Founded in 1982, SDI counts the world's top 50 pharmaceutical and biotech firms as its clients.

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