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FOR IMMEDIATE RELEASE

SDI OFFERS ACCELERATED CONSUMER AND PRESCRIBER PROMOTION RESPONSE ROI ANALYSIS

PLYMOUTH MEETING, Pa. (May 13, 2009) — At a time when pharmaceutical marketers are increasingly being asked to show the return on investment for promotional campaigns, the need for timely, reliable promotion-response measurement intensifies.

SDI's **Promotion Response Solutions** help organizations optimize marketing budgets, justify program investments, and establish ROI for a variety of patient/consumer and physician/prescriber campaigns. SDI helps clients refine promotional efforts by assessing metrics such as acquisition, conversion, retention, and prescribing behavior following promotional campaigns. With analyses delivered in as little as 10 days, **Promotion Response Solutions** provide rapid feedback on market response.

SDI's **Promotion Response Solutions** are fully HIPAA-compliant and incorporate SDI's patented patient de-identification process. "I cannot stress enough the importance of HIPAA compliance when it comes to measuring promotion response," says Bob Doyle, Vice President of Consumer Insights & Marketing Effectiveness. "At SDI, privacy is at the core of our operation. SDI has a long and credible history of managing billions of de-identified patient records. Our technology is the most mature and proven in the industry. We remove compliance risk to our clients because SDI never receives identifiable data from either the client or the data suppliers."

SDI's Promotion Response Solutions leverage SDI's broad array of de-identified longitudinal patient data. SDI's data set includes over 100 data sources and over 200 million unique patients, allowing it to offer its customers the best match rates in the industry. "Because SDI's

data is obtained from a variety of sources, including pharmacies, pharmacy benefit managers, and payers, we can reduce sample bias and provide robust ROI measurement that our customers demand,” says Doyle.

In addition, SDI’s **Promotion Response Solutions** offer:

- Experience: SDI’s consultants are among the most seasoned experts in promotion-response analysis, having measured over 300 programs for top pharmaceutical companies, media agencies, and biotech companies.
- Access to additional data sources: medical claims data, consumer psychographics and demographics, and direct marketing audits.
- Ability to segment by payment channel: third party, Medicare, Medicaid, and cash payments.

For more information, contact SDI at 610-834-0800 or visit www.sdihealth.com/promoresponse.

About SDI

Since 1982, SDI has been delivering innovative healthcare data products and analytic services to the pharmaceutical, biotech, healthcare, medical device, financial services, and consumer packaged goods industries. SDI is the leading provider of de-identified patient-level data analytics and offers a broad array of solutions and insights across the continuum of care. These include custom and syndicated patient-level data studies; localized disease and treatment surveillance and projection; market research audits; healthcare profiles; comprehensive managed care offerings; clinical trial optimization; direct-to-patient pharmacy programs; marketing effectiveness; sales targeting and compensation products; data integration, warehousing, and mining; list services; and direct marketing services. Its current roster includes the top 50 pharmaceutical/biotech companies. For more information, visit www.sdihealth.com or call 610.834.0800.