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**Mark Spiers Joins Qforma Board of Directors**

*Mark Spiers Brings Nearly Three Decades of Diverse Industry Expertise to Role*

**SANTA FE, NM, May 6, 2011**– Qforma, the leading provider of advanced analytics and predictive modeling technologies for the health sciences industry, announced today the appointment of Mark Spiers to its Board of Directors. Spiers retired in April as President and CEO of Wolters Kluwer Pharma Solutions.

“Qforma is excited to welcome Mark, a highly respected, long-time leader in the pharmaceutical industry, to our Board,” said Kelly Myers, Co-Founder and Chief Executive Officer of Qforma. “Mark has an immensely successful track record of leadership and results in U.S. and international pharmaceutical sales, marketing and managed care activities as well as healthcare data analytics. We look forward to the valuable insight and guidance Mark will provide. ”

Spiers brings to the Qforma Board of Directors nearly 30 years of industry experience marked by positions of increasing responsibility and executive leadership at Bristol-Myers Squibb Company (BMS), Pharmacia Corporation and MedPointe Pharmaceuticals. Spiers joined Wolters Kluwer Health in 2007. As President and CEO of the Pharma Solutions division, he was responsible for all global business strategy and operations for the Company’s healthcare analytics and marketing/publishing services product lines. He holds a BA from Austin College in Sherman, Texas.

“Qforma has broken new ground in such areas as physician social networking, and helping their customers adapt to and capitalize on the changing commercial model in pharmaceutical, biotech and device sales and marketing,” said Mark Spiers. “I look forward to serving on the Board and supporting Qforma’s ongoing mission to provide game-changing analytic solutions to some of the industry’s most challenging issues.”

**About Qforma**

Qforma is the leading provider of advanced analytics and predictive modeling for the health sciences industry. The company leverages the talents of health sciences executives, physicists, mathematicians and programmers, to deliver actionable insights from large disparate data. Qforma provides powerful sales, marketing and managed care contracting tools, including physician social network solutions, to help its clients realize significant resource efficiencies.