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**Qforma Introduces *MobileMETRx***

***New Service Delivers Market Analysis and Insights Directly to Customers’  
Mobile Platforms***

**SANTA FE, NM, November 16, 2011**– Qforma, the leading provider of advanced analytics and predictive modeling technologies for the health sciences industry, today announced the launch of *MobileMETRx*, an innovative mobile service that provides pharmaceutical and medical device industry field personnel with on-demand access to Qforma market insights, anywhere and anytime.

”Exporting data from multiple Qforma solutions, including our local physician influence insights, *MobileMETRx* enables our clients to take immediate action as new opportunities and challenges present themselves,” said Al Reicheg, Chief Commercial Officer at Qforma.

Qforma’s *MobileMETRx* service integrates with customers’ existing mobile platforms, web applications or databases in defined data formats, with delivery protocols, update schedules and other special requirements.

“Services like this are a much-needed solution for field personnel who have limited access to key data,” said Kelly D. Myers, CEO of Qforma. “By providing real-time market insights directly to their mobile devices, our service streamlines the complex information that must be conveyed, and increases the effectiveness and efficiency of their programs and activities.”

For more information about *MobileMETRx*, call 1-888-4QFORMA or e-mail lhaley@qforma.com.

**About Qforma**

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

Qforma is headquartered in Santa Fe, NM, with offices in Princeton, NJ. More information is available at <http://www.Qforma.com>.

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