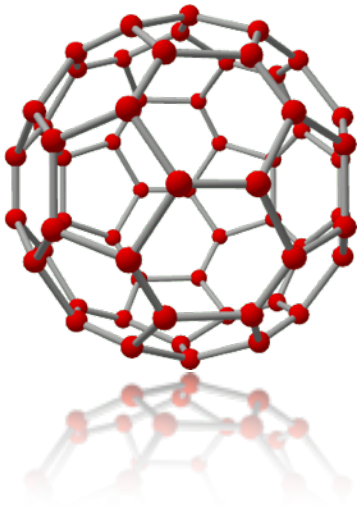


## About Qforma



Founded in 2000, Qforma is the leading provider of advanced analytics and predictive modeling solutions 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 delivers powerful sales, marketing and managed care contracting solutions including innovative physician social network technologies, to help its clients realize significant resource efficiencies. Metrics and insights have been applied to interventions for organizations, both large and small, in over 50 different disease states/conditions.

### Raising the Bar in Analytics for Healthcare

Qforma's access to an unrestricted health care data reservoir for every disease state/condition has solidified our position as the health sciences industry leader in data analytics. This translates into more actionable customer and market insights enabling the creation of effective strategies for our clients.

The technologies incorporated into Qforma solutions were developed at Los Alamos National Laboratory (LANL), the scientific hub renowned for its national defense programs. Here, physicists first developed the advanced technologies Qforma now provides to clients in the health sciences industry.

The Qforma team shares a passion for creating more intelligent data software solutions. We are dedicated to providing our clients with value and quality in every solution we deliver.

Qforma headquarters are in Santa Fe, New Mexico, with offices in Princeton, New Jersey.

#### Scientific Rigor

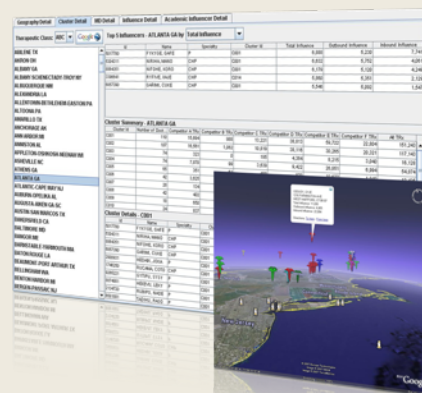
Technologies incorporated into Qforma solutions were first developed for nuclear defense programs at Los Alamos National Laboratory

#### Extensive Domain Experience

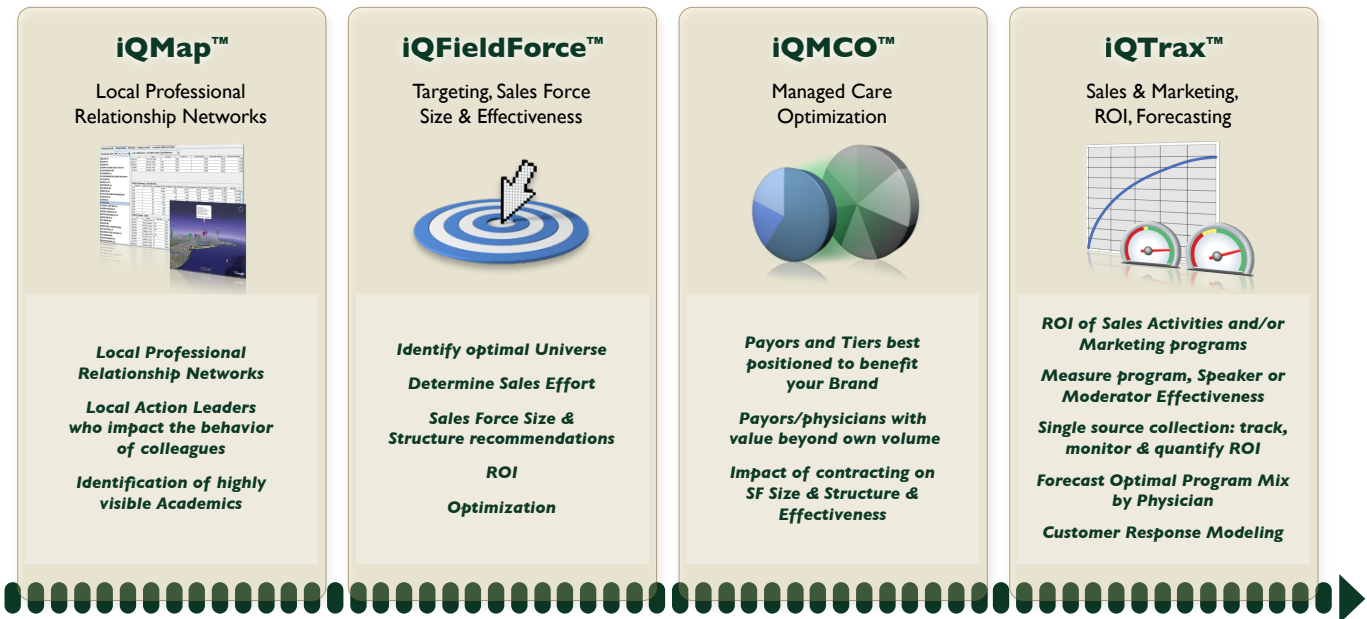
Industry experience, comprehensive understanding of the complex issues our clients face and the solutions needed to make smarter, more timely & effective business decisions

#### Effective Data Visualization

Engaging graphics and intuitive dashboards facilitating successful implementations



# Qforma Capabilities



**Physician Social Networks & Influence Mapping (iQMap™)** Beyond traditional influence mapping, the iQMap™ solution uses social networking technologies to identify influential physicians and their networks in a disease state or condition in every community in the U.S. Comprehensive analyses reveals the Community Opinion Leaders (COLs) — key physicians in the trenches who are the “go-to” doctors within a network of their peers. These results are in actionable formats and may be implemented as early as 2 years prior to launch.

**Targeting, Universe Valuation, Sales Force Optimization (iQFieldForce™)** A dynamic targeting solution providing on-demand capabilities including more accurate universe valuation, effort calculations, easy exploration of targeting scenarios, and optimal sales force size and structure recommendations with cost and revenue outcomes. Fully explore your strategies and options, and arm yourself with data including expected revenues and costs.

**Managed Care Optimization (iQMCO™)** This Managed Care Optimization solution reveals payors/plans most significant to your goals and the rebate strategies that will provide the optimal returns. The iQMCO™ tool incorporates both qualitative and quantitative data, measuring outcomes to help decrease wasted rebates, end under- or over-aggressive contracting, and support pull-through targeting tactics.

**Sales & Marketing ROI (iQTrax™)** A ROI sales and marketing management tool that not only collects and tracks all of your sales and/or marketing program data, but also calculates the ROI of initiatives — on demand. For a “look ahead”, predictive modeling capabilities ensure that resources are aligned with emerging shifts in customer or market behavior, next week or next month.