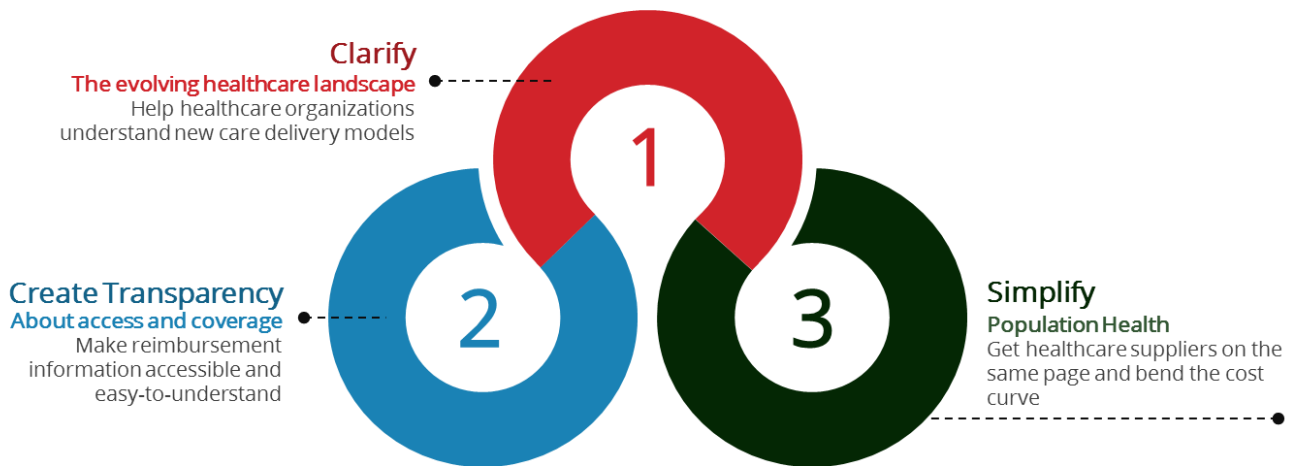


Pharmspective is a Healthcare Technology company. We simplify Healthcare BIG DATA analysis by creating apps that function as digital knowledge management hubs for pharma manufacturers, insurers, providers, and healthcare intermediaries. We collect the most difficult to access healthcare data through primary and secondary sources and integrate, analyze, and organize it visually through our knowledge management apps. By doing this, we create Ah-ha moments for healthcare decision makers that lead to better informed decisions and strategies.

Value Proposition



Knowledge Domains

Healthcare Landscape	Access and Coverage Transparency	Population Health
<ul style="list-style-type: none"> Emerging Healthcare Models (ACOs, PCMHs) Value-based Payment Initiatives Insurer Exchanges (Public and Private) Medicaid Expansion Coordinated Care Partnerships 	<ul style="list-style-type: none"> Specialty Drug Medical Policy Reimbursement Site-of-Care Reimbursement Pathways Initiatives 	<ul style="list-style-type: none"> Payer-level Resource Utilization Cost by Therapeutic Area and Specialty Drug Descriptive Statistics Summary by Cost Segment

Knowledge Management Apps

ClearView™
Knowledge Management for the New Healthcare



Clarify the Healthcare Landscape

PolicyView™
Medical Policy & Prior Authorization Form Library



Access & Reimbursement Transparency

CareView
Population Health. Simplified.



Simplify Population Health

Knowledge Domains

Sep 2015	Pharmspective introduces CareView™ for Population Health
Jul 2014	Pharmspective introduces PolicyView™
May 2014	Pharmspective and Atlantic Information Services Announce Digital Knowledge Management Partnership
Nov 2013	Pharmspective Launches Affordable Care Act eLearning for Healthcare Decision-Makers
Jan 2013	Pharmspective and Mark Farrah Associates Partner to Offer Pharma Intelligence Solutions
Nov 2012	Pharmspective Launches Affordable Care Act Knowledge and News Hub for Healthcare Decision-Maker

White Papers

Jul 2015	Oncology & Value-based Care
Jan 2014	Healthcare Reform: How the Value of Pharmaceuticals will be Redefined in 2014
Jan 2014	How the Commercialization of Pharmaceuticals will be Redefined in 2014
Feb 2013	Decision Visualization: Making Pharma Market Research More Relevant in a New Era

Management Team

Stephen Reid

Founding Partner & Chief Executive Officer

As Pharmspective's CEO, Mr. Reid leads product development strategy and sales efforts by leveraging his 21-year background in the pharmaceutical and biotech industries. He is responsible for Pharmspective's content focus and business development efforts, acting as the "voice of the customer" in the creation of knowledge management solutions for healthcare organizations.

Katie Derdeyn, M.D.

Founding Partner & Chief Medical Officer

As Pharmspective's Chief Medical Officer, Ms. Derdeyn utilizes her extensive clinical expertise to provide clarity around Specialty Drug Therapeutic Areas that are the focus of the company's Population Health offerings.

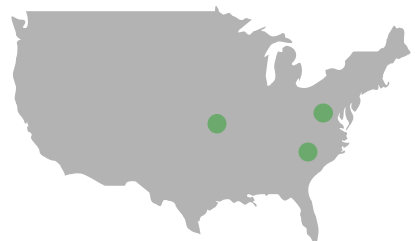
Karl Tyko Kessler

Founding Partner & Chief Technology Officer

Karl Tyko Kessler is Pharmspective's software architect and uses his 15 years of technology experience to create the company's novel visualization, analysis, and data communications applications.

Locations

Pharmspective maintains offices in
New York City, Washington, DC, and St. Louis, MO



Contact Information

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