

# PHARMSPECTIVE

## PRESS RELEASE

For Immediate Release

### **Pharmspective and Mark Farrah Associates Partner to Offer Pharma Intelligence Solutions**

**Collaboration Will Build Pharma Business Intelligence Apps and Syndicated  
Research Offerings for the post-ACA Market Access Landscape**

**NEW YORK, NY January 29, 2013** – Pharmspective LLC and Mark Farrah Associates today announced that they will collaborate to develop market intelligence products and services utilizing Mark Farrah Associates' insurance data products and Pharmspective's Pharma Business Applications suite. Pharmspective provides market research and knowledge management applications to the pharmaceutical industry and Mark Farrah Associates is a leading provider of business information and analytics for the health insurance market.

A major focus of the alliance will be the development of market analytics products for key pharma decision makers impacted by the Affordable Care Act (ACA). "As the U.S. Healthcare system prepares for 2014 and dramatic changes across the insurance landscape, the impact on the pharmaceutical industry will be acutely felt," stated Stephen Reid, Managing Partner of Pharmspective. "Understanding, tracking, and modeling the movement of consumers between private and government plans and formularies will be crucial to market access strategies of leading pharma manufacturers. We are excited about the resources that both firms can bring to the development of solutions that will address these upcoming challenges."

"As ACA and the rollout of health exchanges restructures the U.S. healthcare market, changes in insurer market share will be front and center," said LuAnne Farrah, President of Mark Farrah Associates. "Partnering with Pharmspective enables us to help the pharmaceutical industry stay abreast of insurance leaders by market and segment."

Pharmspective has already integrated Mark Farrah Associates data into several of its current ACA Syndicated Research Reports including:

**[STATE EXCHANGES: OPPORTUNITIES/THREATS/IMPLICATIONS FOR KEY INSURERS AND PHARMA](#)**

**IMPLICATIONS OF STATE EXCHANGES AND MEDICAID EXPANSION ON KEY STATES:**

**[TEXAS](#)**  
**[CALIFORNIA](#)**  
**[NEW YORK](#)**

Each syndicated report will include a subscription to Mark Farrah Associates' [Health Plans USA™](#) online database.

The companies are now planning for the development of new knowledge management applications integrating regional and local insurer market share data, drug formularies and medical policies, and insurer strategies by payer channel.

**About Pharmspective:** Pharmspective, LLC ([pharmspective.com](http://pharmspective.com)) is a Specialty Therapeutics Market Research firm providing commercial insights and knowledge management applications for the biopharmaceutical industry. The company is uniquely focused on understanding the buying process for specialty therapeutics through syndicated market research studies examining clinical decision-making, drug acquisition, access and reimbursement, and therapy administration for specialty therapeutics in autoimmune diseases and Oncology. Pharmspective's Healthcare Reform team provides insights into the Affordable Care Act through its proprietary ClearView knowledge management application, market assessments of the impact of key ACA provisions on healthcare decision-makers, and its [HealthCareReformInsider.com](http://HealthCareReformInsider.com) website. The

company maintains offices in New York City and St. Louis, MO. Follow Pharmspective on Twitter at [twitter.com/Pharmspective](https://twitter.com/Pharmspective) and follow HealthcareReformInsider.com on Twitter at [twitter.com/hcrinsider](https://twitter.com/hcrinsider).

**About Mark Farrah Associates:**

Mark Farrah Associates (MFA, [www.markfarrah.com](http://www.markfarrah.com)) is a leading data aggregator and provider of business information for the health insurance industry. MFA's product portfolio includes Health Plans USA™, Health Coverage Portal™, County Health Coverage™, Health Insurer Insights™, Medicare Business Online™ and Medicare Benefits Analyzer™.

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