

PHARMSPECTIVE

PRESS RELEASE

For Immediate Release

Pharmspective introduces PolicyView™

New Specialty Drug Medical Policy Aggregator will simplify assessments of Pharma Market Access Landscape

New York, NY, July 15, 2013 – Pharmspective, LLC today announced the release of its' newest Market Access tool-PolicyView™, a PC and iPad application that houses a comprehensive library of reimbursement policies for Specialty Drugs across leading payers in the U.S. Pharmspective, LLC creates Data Visualization tools that simplify the understanding of key insights derived from its proprietary primary and secondary market research on Market Access for Specialty Therapeutics.

PolicyView™ characterizes the key criteria for authorization and utilization of therapies in Autoimmune disease and Oncology. PolicyView™ has a user-friendly interface that allows for individual and comparative assessment of payer utilization management criteria for specialty drugs and the added capability to search and extract portions of their medical policies, based on keywords.

“The research and planning that we undertook to build PolicyView™ was done with a singular focus on comprehensively and accurately characterizing the access and reimbursement landscape for Specialty Drugs,” stated Stephen Reid, Managing Partner. “PolicyView™ will prove invaluable to pharmaceutical and biotech Market Access teams who are keenly interested in understanding how these medical policies are influencing treatment decisions for Specialty Therapeutics (including Biologics).”

PolicyView™ will allow subscribers to:

- Track trends in payer coverage policies by therapeutic category over time
- Quickly and efficiently source medical policy data without cumbersome searching across insurer websites
- Develop geographic insights into the market access landscape for specific disease areas

Pharmspective's data visualization tools provide state-of-the-art user interfaces that provide a detailed look at the market access landscape from a wide range of perspectives. The company's first market access application, ClearView™, is a knowledge management platform supporting training, research, and strategy development for the Affordable Care Act.

For more information on PolicyView™:

Visit <http://www.pharmspective.com/policyview/>

For more information on ClearView™:

Visit <http://www.pharmspective.com/clearview-interactive-web-application/>

About Pharmspective:

Pharmspective, LLC creates Data Visualization tools that simplify the understanding of key insights derived from its proprietary primary and secondary market research on Market Access for Specialty Therapeutics in Autoimmune diseases and Oncology. Our research studies examine clinical decision-making, drug acquisition, access and reimbursement, and patient administration for specialty drugs. Our data visualization tools provide state-of-the-art user interfaces that allow our customers to look at market intelligence from a wide range of perspectives with PC-based and Tablet applications. Pharmspective's Healthcare Reform team provides insights into the Affordable Care Act through its proprietary ClearView™ state-of-the-art-app on iPad® or PC. Our market access reports detail the impact of the ACA on key states, and HealthCareReformInsider.com provides the latest news on key ACA provisions. Follow Pharmspective on Twitter at twitter.com/Pharmspective and follow HealthCareReformInsider.com on Twitter at twitter.com/hcrinsider.

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