

PHARMSPECTIVE

PRESS RELEASE

For Immediate Release

Pharmspective Launches Affordable Care Act Knowledge and News Hub for Healthcare Decision-Makers

HealthcareReformInsider.com will provide actionable news, research, and policy perspectives on the Affordable Care Act for strategic decisions

NEW YORK, NY November 27, 2012 – Pharmspective LLC announced the launch today of HealthcareReformInsider.com, a knowledge and news hub for key stakeholders impacted by the Affordable Care Act (ACA). HealthcareReformInsider.com will aggregate news, research, policy analysis, and government directives on the ACA for key decision makers assessing upcoming strategic choices driven by implementation of the ACA. Pharmspective provide market research and knowledge management applications to the pharmaceutical industry.

"We set out to simplify the acquisition of Healthcare Reform information for key decision makers when we designed HealthcareReformInsider.com," stated Katie Derdeyn, M.D., Managing Partner & Co-Founder of Pharmspective. "There is a real need for an information portal that vets everything that's written about the ACA and extracts what's relevant for building strategies for leading healthcare organizations. HealthcareReformInsider.com will do that and ensure that its users are up-to-date on the latest key developments involving the Affordable Care Act."

By honing in on the emerging and evolving insurer entities (State Exchanges, Medicaid, and Medicare) that will drive expansion of coverage, the new healthcare models that will drive changes in how care is provided (ACOs, Community Health Centers, Medical Homes, etc.), and the regulations that will influence payment (MLR rules, Individual Mandate, Quality-based Incentives, etc.), HealthcareReformInsider.com provides a destination for knowledge acquisition related to this expansive legislation.

"Our experience in helping healthcare organizations understand the ACA has allowed us to construct a site that provides the most relevant and current ACA news and policy analysis," said Stephen Reid, Managing Partner and leader of Pharmspective's Healthcare Reform practice. "Following HealthcareReformInsider.com on the web and on Twitter (@hcrinsider) will keep healthcare decision-makers informed on the latest ACA developments that impact their market strategies."

About Pharmspective: Pharmspective, LLC (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 website. The company maintains offices in New York City and St. Louis, MO. Follow Pharmspective on Twitter at twitter.com/Pharmspective and follow HealthcareReformInsider.com on Twitter at twitter.com/hcrinsider.

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