

*PharmaMetrics Inc. Contact: Marion Reinson
Email: MReinson@pharmametricsinc.com
Phone: 609-466-2449*

FOR IMMEDIATE RELEASE:

PharmaMetrics Appoints Director of Business Analysis & Consulting

PharmaMetrics, Inc. announced today its appointment of Susan Lucas as Director of Business Analysis and Consulting. Susan brings with her a wealth of knowledge in the realm of Contract Development within the Managed Markets Sector of the Pharmaceutical Industry. Her focus will be on new business development, as well as consulting with new and existing clients to ensure that they have a through understanding of the Managed Markets Contracting process.

"It has been my experience that when we provide meaningful reports and analysis, the client gains a thorough understanding of what their data is telling them, says Lucas. "As a result, they are able to develop and manage a comprehensive Managed Markets contracting strategy which delivers measurable results: increased market share or increased sales volume."

Prior to joining PharmaMetrics, Susan was Director of Global Contracting and Pricing Integrity at Medicines Company. Her team was responsible for the review, negotiation and analysis of the managed markets contracting process. This thorough review and analysis of new and existing contracts enabled brand teams to develop powerful managed market strategies producing measurable results.

"Susan is a dynamic, results-focused executive with proven leadership capabilities. We look forward to working with her as we continue to create new and exciting ways to leverage our industry knowledge and expertise providing valued products and services for our clients," said John Still, President and CEO of PharmaMetrics.

Susan's proven track record within the managed markets industry will be a valuable addition to the Pharmametrics' leadership team during the company's continuous expansion and growth.

About PharmaMetrics

PharmaMetrics is a leading provider of pharmaceutical contract management software, contract processing services and managed markets consulting services. For over 10 years, PharmaMetrics has been helping clients negotiate more profitable deals, automate existing contracting processes, and track contract performance. The net result is improved contract revenues and reduced operating costs. PharmaMetrics' unique approach to pre-deal analytics, post-deal analytics, and formulary compliance provides a recommended discount level across a portfolio of accounts in a format that is easy to use. For more information, please visit www.pharmametricsinc.com.