

PriceSpective

Bob Nordyke to Lead New Business Unit

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Los Angeles- 7 April 2010: PriceSpective, an integrated value strategy consultancy that provides pricing and reimbursement services to pharmaceutical, biotechnology and other healthcare companies, is pleased to announce the addition of Bob Nordyke to lead its new Health Economics and Outcomes Research (HEOR) Practice.

Bob brings over 18 years of HEOR experience. His primary role will be to direct PriceSpective's HEOR Practice. Bob will direct the planning and delivery of high-quality, strategic insight needed to identify, build and support the economic value of new healthcare products.

This new practice strengthens PriceSpective's ability to advise clients across the lifecycle of a product, from the very earliest stages development through loss of exclusivity. The integration of our four practices (asset valuation, value based pricing, HEOR and payer engagement), allows PriceSpective to provide seamless integrated strategic guidance to optimize value generation for its clients.

"With the arrival of Bob," said CEO Steve Slovick, "PriceSpective has an even stronger foundation in the development of a product's value proposition. Our commitment to experience driven excellence has allowed us to attract top talent such as Bob Nordyke. Our senior team clearly differentiates our organization by offering expertise and strategic thinking beyond that of our competitors. Moving forward, we will continue to enhance and refine our service offerings to further benefit our clients."

Previously, Bob was part of the Global Health Economics team at Amgen where he served in various roles; including therapeutic area head for inflammation, global payer lead and global health economics lead for hematology/oncology and was program lead for EMR-based registry capability for oncology. Prior to Amgen, Bob was the director of outcomes research at Cerner LifeSciences and a research fellow at the RAND Corporation. Bob also holds an academic appointment at the University of California, Los Angeles.

About PriceSpective

PriceSpective is a management consulting firm specializing in innovative integrated strategies to identify, capture and communicate value for companies in the biopharmaceutical arena. We are uniquely positioned to deliver expert guidance in integrated global pricing, reimbursement and market access strategy due to our depth of experience and the active engagement of our senior leadership.

From 2008 to 2009, PriceSpective climbed from position #413 on Inc 500's list of 'Fastest Growing Private Companies in America' to # 174. PriceSpective has offices in Los Angeles, San Diego, Philadelphia and London.