



## **IMS COMPLETES PURCHASE OF SDI , A LEADING HEALTHCARE ANALYTICS FIRM**

***Expanded capabilities to support all healthcare stakeholders via advanced information and decision support services***

On October 31, 2011, IMS Health announced that it successfully completed the purchase of SDI Health, a Pennsylvania-based healthcare market insights and analytics firm. A definitive agreement to acquire SDI was previously announced by IMS on January 14, 2011.

The acquisition brings together both companies' considerable patient, specialty and managed markets information assets and services capabilities to provide a full, 360-degree view of the entire patient experience. IMS will now be positioned to deliver more innovative and comprehensive information services to a broader set of stakeholders, including pharma manufacturers, public and private payers, healthcare providers, pharmacies and healthcare institutions, and other key constituents.

These services are increasingly critical to enhancing healthcare delivery and treatment at a time when the industry faces significant challenges and requires new approaches. Combining SDI's clinically rich data and experience with IMS's unsurpassed information services and global scale will enable:

- A better understanding of patient treatment pathways that includes managed care influence
- Deeper insights across retail and specialty channels, hospital markets, medical devices/diagnostics, and biologics



- Greater precision and stronger alignment to core commercial performance metrics
- Advanced analytics, enhanced decision support tools, and more robust data management and implementation services
- Expanded capabilities to support R&D and clinical trial efforts, including clinical analytics

Founded nearly three decades ago with the introduction of disease-surveillance programs that tracked and projected illness and condition trends across the U.S., SDI has been a recognized leader in analyzing the total patient experience. Key focus areas include conducting longitudinal de-identified patient-level data and specialty analytics, measuring healthcare systems through broad service offerings, and integrating and warehousing information assets. With the completion of the acquisition, SDI is rebranded as IMS and will continue to be located in Plymouth Meeting, Pennsylvania.

For more information, please contact an IMS representative.