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FOR IMMEDIATE RELEASE

**SDI AND EXPERIAN UNCOVER TRUE CONSUMER PROFILES OF OSTEOPOROSIS
SUFFERERS BY LINKING DE-IDENTIFIED PATIENT-LEVEL DATA WITH CONSUMER
DATA**

***SDI's Consumer Insights analysis uncovers surprising demographic and
behavioral trends, impacting outreach efforts by pharmaceutical marketers***

Plymouth Meeting, Pa. – [August 4, 2008]

[SDI](#), the leader in innovative healthcare analytics for the pharmaceutical and healthcare industries, and [Experian® Marketing Services](#), a global provider of consumer and business targeting and analytical services, today announced the availability of Consumer Insights advanced functionality, which provides the unique ability to overlay HIPAA-compliant, patient-level healthcare data with expanded consumer demographic and lifestyle behavior data to refine marketers' advertising messages and channel selection.

In its recent Osteoporosis Findings Report, SDI identified a subset of the 800,000 osteoporosis patients within its de-identified longitudinal patient database and matched them to consumer attributes, comprised of income, ethnicity, education, wealth, race, interests & activities. This unique integration of consumer behaviors and demographics with de-identified patient-level data shows that individuals afflicted by osteoporosis are typically classified as lower income mainly due to many reaching retiree status. However, research shows that this group is also much wealthier than the national average of consumers, with income producing assets ranging from \$100,000 to over \$2 million. A closer look reveals that they are considered up-scale, college educated and typically live in single detached homes.

“The research shows that those who suffer from osteoporosis may be more likely to respond to messages delivered via print, Internet and television,” said Bob Doyle, vice president of Consumer Insights, SDI. “This audience is more likely to read publications such as *Arthritis*

Today, House Beautiful, Ladies Home Journal and Family Circle magazines, and frequently visit Time.com, Date.com, Infospace.com, and Teleflora.com more than the average consumer. In addition, they often watch the Inspirational Network, Hallmark Channel, FamilyNet and Discovery Times cable television channels.”

SDI Consumer Insights allows marketers to predict which consumer segments are more likely to display desired behaviors for a given brand. It also provides the data needed to select the most efficient advertising vehicles (TV, Internet, print and radio) to reach these target populations. The Osteoporosis findings are just one example of how the analytics enable the accurate identification and segmentation of market audiences, directly influencing the development and implementation of marketing campaigns.

“Having a complete understanding of a patient’s consumer behavior and his or her brand and media consumption habits positions pharmaceutical marketers to optimize marketing and promotional media decisions to improve campaign effectiveness,” said Rick Erwin, senior vice president and general manager of Experian Marketing Information Services.

“Marketers can use SDI Consumer Insights for any disease-specific category or brand to determine actual patient and physician behavior (i.e. compliance, persistence), and detailed demographics and psycho-graphics through a HIPAA-compliant process,” added Doyle. “By fully understanding the target audience’s lifestyles, preferences and behaviors, marketers can create successful DTC promotional campaigns that maximize ROI.”

About SDI

Since 1982, SDI has been delivering the most innovative healthcare data products and analytic services on the market to the pharmaceutical, biotech, healthcare, medical device, and consumer packaged goods industries. SDI is a leading provider of de-identified patient-level data, as well as real-time localized disease and treatment surveillance and modeling data. SDI takes a consultative approach to designing the best analyses for its clients, combined with expert study execution and analytical expertise to produce superior insights. Its current roster of client companies in the pharmaceutical/biotech sector includes all of the top 20 firms. For more information call 610.834.0800.

About Experian plc

Experian plc is a global leader in providing information, analytical and marketing services to organizations and consumers to help manage the risk and reward of commercial and financial decisions.

Combining its unique information tools and deep understanding of individuals, markets and economies, Experian partners with organizations around the world to establish and strengthen customer relationships and provide their businesses with competitive advantage.

For consumers, Experian delivers critical information that enables them to make financial and purchasing decisions with greater control and confidence. Clients include organizations from financial services, retail and catalog, telecommunications, utilities, media, insurance, automotive, leisure, e-commerce, manufacturing, property and government sectors.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. It has corporate headquarters in Dublin, Ireland, and operational headquarters in Costa Mesa, Calif., and Nottingham, UK. Experian employs approximately 15,500 people in 38 countries worldwide, supporting clients in more than 65 countries around the world. Continuing sales for the year ended March 31, 2008, were in excess of \$4 billion.

For more information, visit Experian's Web site on www.experian.cca

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