



News

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MEDIA STATEMENT

IMS Health and SDI issued the following statement on June 29 regarding the decision by the U.S. Supreme Court to not grant writ of certiorari in the case of IMS v. Ayotte.

"Today's action is not surprising, given that the Justices take just one percent of all cases presented on appeal. Our data is an important asset for delivering evidence-based care and ensuring access to innovative new medicines for all patients.

Federal law and public opinion continue to move rapidly toward greater transparency and the use of information to improve quality and treatment outcomes, and to reduce costs. We see this in the economic stimulus package, proposed healthcare reform initiatives, and recently updated HIPPA standards. Comparative effectiveness research, treatment compliance studies, and pay-for-performance metrics all rely extensively on the use of prescriber-identifiable data.

While many states initially have considered passing similar laws, they either have decided against doing so or have seen proposed legislation defeated. Only three states – New Hampshire, Maine and Vermont – have passed legislation restricting the sale of prescriber-identifiable data and each law is being challenged in the courts. No state has passed such a law since 2007.

Because this ruling remains a threat to affordable healthcare and important free speech principles, we will continue to pursue our case in the courts, including the pending challenges to statutes enacted by Vermont and Maine."

About IMS

Operating in more than 100 countries, IMS Health is the world's leading provider of market intelligence to the pharmaceutical and healthcare industries. With \$2.3 billion in 2008 revenue and more than 50 years of industry experience, IMS offers leading-edge market intelligence products and services that are integral to clients' day-to-day operations, including product and portfolio management capabilities; commercial effectiveness innovations; managed care and consumer health offerings; and consulting and services solutions that improve productivity and the delivery of quality healthcare worldwide. Additional information is available at <http://www.imshealth.com>.

As a global leader in protecting individual patient privacy, IMS uses de-identified healthcare data to deliver critical, real-world disease and treatment insights. These insights help biotech and pharmaceutical companies, medical researchers, government agencies, payers and other healthcare stakeholders to identify unmet treatment needs and understand the effectiveness and value of pharmaceutical products in improving overall health outcomes.

About SDI

On July 29th, 2008 Verispan, LLC was acquired by SDI. Since 1982, SDI has been delivering innovative healthcare data products and analytic services to the pharmaceutical, biotech, healthcare, medical device, financial services, and consumer packaged goods industries. SDI is the leading provider of de-identified patient-level data analytics and offers a broad array of solutions and insights across the continuum of care. These include custom and syndicated patient-level data studies; localized disease and treatment surveillance and projection; market research audits; healthcare profiles; comprehensive managed care offerings; clinical trial optimization; direct-to-patient pharmacy programs; marketing effectiveness; sales targeting and compensation products; data integration, warehousing, and mining; list services; and direct marketing services. Its current roster includes the top 50 pharmaceutical/biotech companies. For more information, visit www.sdihealth.com or call 610.834.0800.