



# Media Statement

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*IMS Health and Verispan made the following statement today regarding the brief filed by the State of New Hampshire in its appeal of the U.S. federal court decision on April 30, 2007 striking down the State's law banning the commercial use of prescriber identifiable information.*

"IMS Health and Verispan are confident that Judge Paul Barbadoro's ruling will be upheld. The Judge's ruling in this matter is comprehensive, well reasoned and based firmly on existing law that upholds the country's protection of free speech under the First Amendment and the free flow of truthful information. There is no evidence that suppression of prescriber-level information will drive down healthcare costs. Moreover, proven alternatives exist for the state to create a safer, more competitive and cost-efficient healthcare system for its citizens. IMS Health and Verispan remain committed to working with state legislators who need access to more information, not less, to develop evidence-based healthcare reform policies that ultimately lower costs and improve overall patient care."

**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 \$2.0 billion in 2006 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 portfolio optimization capabilities; launch and brand management solutions; sales force effectiveness innovations; managed care and consumer health offerings; and consulting and services solutions that improve ROI and the delivery of quality healthcare worldwide. Additional information is available at <http://www.imshealth.com>.

**About Verispan**

Verispan, a healthcare informatics joint venture of Quintiles Transnational Corp. and McKesson Corp., provides a broad array of information products and services to the healthcare industry, including sales targeting and compensation products; market research audits; healthcare profiles; comprehensive managed care offerings; primary market research; data integration, warehousing and mining; data analysis and consulting; direct mail; list services; disease management studies; clinical trial investigator targeting and protocol recruitment evaluation; healthcare outcomes; and cost/benefit analyses, among many others. Verispan is also the nation's leading provider of patient-centric longitudinal data, with dozens of products used by clients spanning the industry.

Headquartered in Yardley, Pa., Verispan employs over 500 dedicated healthcare information professionals. The company's Web site is [www.verispan.com](http://www.verispan.com).

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