

IMS Health Acquires AlphaImpactRx (AIRx)

February 3, 2016

I am pleased to announce that IMS Health has completed the acquisition of AlphaImpactRx (AIRx). This acquisition expands our range of information and technology-enabled solutions to bring even greater value to our clients.

With AIRx, IMS Health is acquiring complementary offerings, capabilities and technologies to increase speed-to-insight and drive performance. The acquisition significantly enhances our combined primary market research capabilities in the U.S. and globally.

AIRx's BrandImpact and ProVoice offerings provide primary research insights into promotional execution and its impact on physician prescribing behavior and recommendations. Our custom market research and influence network mapping helps clarify market performance across the brand life cycle. All of our offerings are supported by a deep understanding of the oncology, diabetes, consumer health and specialty markets which expands our ability to deliver relevant, actionable insights to advance our customers' businesses.

Our acquisition by IMS Health provides us the platform to bring new and more granular insights to all our clients through the combination of primary and secondary healthcare sources. We look forward to integrating the AIRx business into IMS Health and to exploring ways to enhance the value of our solutions.

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