

**ALPHAIMPACTRX APPPOINTS DARRELL PHILPOT SENIOR VICE PRESIDENT,
ANALYTICS AND CHIEF METHODOLOGIST**

Former Adheris Health and IMS Health analytics leader strengthens management team with his extensive experience in survey sampling, statistical modeling and solutions development

HORSHAM, Pa., May 12, 2015 PRNewswire/ -- [AlphaImpactRx](#), a [Symphony Technology Group](#) company and a leader in providing primary research and analytics-based insight to biopharmaceutical and consumer health companies, announced today that Darrell Philpot has joined the Company as Senior Vice President, Analytics and Chief Methodologist. In this role, Mr. Philpot will lead the design and execution of AlphaImpactRx's data and analytics strategy, including the continued build-out of its analytic services team to reinforce the company's ability to deliver higher-level insight through targeted analytic offerings and solutions.

Mr. Philpot brings to AlphaImpactRx twenty four years of experience in leading the design and delivery of analytics, statistics and market research solutions and services in support of biopharmaceutical and consumer health clients. His expertise ranges across areas such as survey sampling, promotion response modeling, new product development and consulting analytics.

Prior to joining AlphaImpactRx, Mr. Philpot was Group Director, Core Analytics at Adheris Health and a member of the company's extended executive leadership team. His responsibilities at Adheris included managing their analytics and service teams in the development and delivery of custom solutions designed to address clients' complex patient adherence challenges.

Before his time at Adheris, Mr. Philpot spent more than sixteen years at IMS Health in positions of increasing responsibility in statistical services and methodology development culminating in

his role as Vice President, Statistical Services, Americas in 2010. Mr. Philpot earned his BS and MS degrees in Statistics from the University of Georgia.

“We are excited to add Darrell’s analytics skill set and experience to our management team”, declared AlphaImpactRx CEO, John Ouren. “We look forward to his leadership in the execution of our promotion response analytics offerings and in the creation of new, high-value services and solutions from our proprietary data assets and capabilities”, continued Ouren. “Under Darrell’s guidance and powered by our innovative data and analytics, we’re hoping to deliver an unmatched level of insight to our clients”, Ouren concluded.

About AlphaImpactRx

AlphaImpactRx is the leading provider of primary research-based insights, analytics and solutions to biopharmaceutical, consumer health and medical device companies. Through the combination of its consulting expertise, innovative technology, proprietary physician panels and syndicated data assets, AlphaImpactRx provides market research to help its global healthcare clients make informed and timely business decisions to develop and market their products. For more information, please visit www.alphaimpactrx.com

CONTACT:

Patrick Angelastro
Senior Vice President, Marketing and Product Management
AlphaImpactRx, Inc.
215-444-8988
patrick.angelastro@alphaimpactrx.com