



Real Endpoints invests in market research firm Reimbursement Intelligence.

Providing solutions for pharma and device companies challenged by increasingly complex reimbursement environment.

MADISON, NJ, Nov. 15, 2011 - Real Endpoints LLC, a new information company focused on healthcare reimbursement, and Reimbursement Intelligence, a New Jersey-based market research firm, today announced that Real Endpoints will invest in and acquire a majority of Reimbursement Intelligence (RI).

“The economics of healthcare are at a breaking point, with reimbursement pressures at an all time high -- threatening innovation,” said Norman C. Selby, chairman of Real Endpoints (RE) and the former head of McKinsey & Co.’s pharmaceutical practice. “We’ve established RE to be the leading provider of data and insights about reimbursement to help payers, providers and medical product companies navigate this radically changing environment. We’ll assist these players improve the quality and cost of the services and products they provide, realize greater value from them, and deliver improved health outcomes.”

Reimbursement Intelligence, RE’s first acquisition, has unique insight into payer decision-making and offers a key set of solutions to help biopharma and medical device companies through the increasingly complicated reimbursement world. Its products include custom market research, syndicated reports, training programs, and managed-markets communication.

“We’re extremely excited to invest in RI,” said Real Endpoints CEO Roger Longman, co-founder and former managing director of Windhover Information. “Its deep expertise, strong core products, and close customer relationships with payers and product companies provide the opportunity for significant growth and value creation.”

“Real Endpoints’ contributions, and the active participation of Norman and Roger, will allow Reimbursement Intelligence to make significant investments in the breadth, depth and usability of its market research,” said Rhonda Greenapple, RI’s

president and founder. “Our entire team looks forward to maximizing the enormous potential of this important new partnership.”

About Reimbursement Intelligence

Since 2005, Reimbursement Intelligence (www.reimbursementintelligence.com) has helped biopharma and medical device clients overcome the single most important challenge to successfully commercializing medical innovation: the reimbursement environment. Its offerings support clients’ development, launch and marketing strategies based on how payers, physicians, hospitals, patients and other key stakeholders see and respond to the interconnected issues of access, costs, payments, and medical and personal benefits.

About Real Endpoints

Real Endpoints (www.realendpoints.com) is a new company building a uniquely objective and credible information platform to reveal insights about the changing world of reimbursement at the critical intersection of payers, providers, and medical product developers. RE’s business portfolio includes Reimbursement Intelligence; a new research analytics and information service called Value & Innovation; and several proprietary databases in development.

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