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VERILOGUE ACHIEVES RECORD GROWTH IN FIRST HALF OF 2010

Leading Health Care Market Research Company Reaches 50,000 Digitally-Recorded Physician-Patient Conversations and Achieves Industry Recognition

HORSHAM, Pa. – June 29, 2010 – The first [health care market research company](#) to listen to, analyze and deliver nationwide insights derived from naturally-occurring dialogue between patients and physicians, [Verilogue](#) today announced it has captured more than [50,000 physician-patient conversations](#) across the continuum of care, from routine well visits to the heartfelt delivery of metastatic cancer diagnoses. This latest data milestone comes less than four years after the company embarked on its mission to understand and improve [physician-patient communication](#) and follows a year of record growth.

Tweet this: [.@Verilogue reaches key milestone with 50,000 physician-patient conversations across the treatment continuum http://bit.ly/65mn4j](#)

By bridging the multiple gaps in communication that exist in today's fragmented health care industry, from macro-level gaps between payors and clinics to micro-level gaps between physicians and patients, Verilogue is the leading market research company that enables [companies and research institutions](#) to understand naturally-occurring physician-patient language and behavior – in context – delivering actionable data that [enhances patient care](#). In an economically challenging time for most of the industry, the first half of 2010 proved to be a period of key accomplishments for Verilogue during which it:

- Increased its research database to include more than 50,000 digitally-recorded patient-physician conversations;
- Expanded its research capabilities across 75 therapeutic categories and 16 physician specialties;
- Increased its team of market researchers, sociolinguists and communication specialists to more than 35 employees;
- Expanded its partnerships to more than 40 leading pharmaceutical companies and non-profit and academic research organizations.

These companies and research organizations have partnered with Verilogue to gain insight into real-time clinical encounters to help solve a range of business challenges, including:

- Patient adherence & education
- Product positioning and messaging
- Direct-to-consumer (DTC) marketing
- New product launches
- Competitive branding and awareness
- Sales Training

“Our success in the first half of this year has been underscored by the accomplishment of several growth milestones, including the ongoing reliance health care companies have on us to deliver insights no other market research company can provide,” said Jeff Kozloff, President and CEO of Verilogue. “From large pharmas to mid-market biotechs and health care agencies, our customers continue to benefit from our ability to reveal new ways for health care practitioners to improve the physician-patient dynamic, evolve their sales and marketing communication strategies and ultimately help improve the delivery of patient care.”

For more information, visit www.verilogue.com.

About Verilogue

Verilogue (www.verilogue.com) is the first health care market research company to uncover, analyze and deliver nationwide insights derived from naturally-occurring dialogue between patients and physicians. With its patent-pending Point-of-Practice™ database and technology system, which digitally records real-time conversations between patients and physicians, Verilogue is able to capture critical information at the point of care, while maintaining patient and physician confidentiality. The insights gathered from these conversations, analyzed by Verilogue’s team of linguists, statisticians and marketing experts, enable pharmaceutical and health care companies to gain a deeper understanding of patient and physician perspectives, help shape conversations that affect health care decisions, identify the most effective methods and tools to reach patients and drive the development and improvement of new and existing treatments to ultimately improve patient care.

More than 40 pharmaceutical companies have partnered with Verilogue to gain actionable insights from its database containing 50,000+ unique physician-patient conversations and corresponding patient charts across 70+ therapeutic categories. Founded in 2006, Verilogue is a privately-held company headquartered in Horsham, PA.

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