



Patient Centered Health Management®

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Centric Health Resources Sponsors Fourth Annual Conference to Address Needs of Ultra Orphan Patients and Strategies for Delivering Value Outcomes

*September 19-21, 2011, Hyatt Regency St. Louis at The Arch
Complimentary registration. By Invitation Only. Limited seating.*

<http://www.centrichealthresources.com/2011Conference/registration.aspx>

CHESTERFIELD, Mo. – July 6, 2011 – [Centric Health Resources, Inc.](#), a nationwide, Patient-Centered Health Management® organization and specialty pharmacy dedicated to improving the quality of life for people with orphan, Ultra Orphan and chronic genetic disorders, will present its fourth annual conference: “Addressing the Needs of the Ultra Orphan Patient Populations by Creating and Measuring Value: Strategies for Delivering Outcomes and Value for Patients, Physicians, Payers and Manufacturers,” September 19-21, 2011, Hyatt Regency St. Louis at The Arch, 315 Chestnut St., St. Louis, Mo. Registration is free to this invitation-only event which attracts biopharmaceutical manufacturers, venture capital companies, industry consultants, patient advocacy groups, health plans, employers and benefits managers.

“Fueled by the entrance of large pharmaceutical companies into the Ultra Orphan space, coupled with federal legislation favoring development and coverage of specialty pharmaceuticals, the international orphan drug marketplace is expected to grow some 30 percent by 2014,” says Craig L. Kephart, president, CEO and co-founder of Centric Health Resources, Inc. “The primary key to launching these drugs will be to create value for patients and payers, while driving profitable business models for manufacturers.”

Centric works with patient advocacy organizations, pharmaceutical companies, biotech firms, and managed care organizations to deliver prescribed therapies and specialized health services.

Pharmaceutical Commerce, CheckOrphan.com and BioPharm Insight are lead media partners for the conference.

Scheduled speakers include:

- Michael McCaughan, editor-in-chief, Prevision Policy, LLC
- Rita Numerof, Ph.D., president, Numerof & Associates, Inc.
- Jill Sackman, Ph.D., D.V.M., senior consultant, Numerof & Associates, Inc.
- Michael Diem, M.D., director, business development rare diseases, GlaxoSmithKline
- Cynthia Le Mons, executive director, National Urea Cycle Disorders Foundation
- Ed Kaye, M.D., chief medical officer, AVI BioPharma
- Kenneth J. Tomaszewski, Ph.D., M.S., president, KJT Group and course director, Health Economics, University of Rochester
- Jim Long, principal, BioSolutia, LLC
- Adina Safer, partner, AccelusPartners, LLC
- Doug Paul, PharmD, M.S., vice president and partner, MME, LLC
- Greg Simon, senior vice president, patient engagement, Pfizer, Inc.
- William L. Daley, M.D., M.P.H., vice president medical affairs, aging, business development and licensing, SANOFI US
- Craig Kephart, president and CEO, Centric Health Resources, Inc.

“While orphan drugs can be very effective for targeted populations and in many cases a true lifesaver, they are usually so expensive that overlooking their intrinsic value is easy to do,” said Kephart. “Therefore, defining, delivering and measuring value post-launch becomes a critical component to any orphan drug strategy. Year after year, this conference draws increased attendance, and this year, we expect to create even more interest in this market space.”

This conference is provided exclusively for industry stakeholders, and attendance is by invitation only. For more information, visit

<http://www.centrichealthresources.com/2011Conference/registration.aspx>.

About Centric Health Resources

Centric Health Resources, Inc., is a nationwide, Patient-Centered Health Management® organization serving patients with rare, Ultra Orphan disorders. Biotech and pharmaceutical manufacturers maximize value by aligning with Centric for streamlined and flexible service offerings that include reimbursement expertise, delivery of specialty pharmaceuticals, peer health coaching, and clinical support from registered nurses. Accredited by URAC in the specialty pharmacy segment, Centric connects physicians, nurses, health benefit payers, patient advocacy groups, biotech/pharmaceutical companies and families together in partnership for improved service and health outcomes for these specialized patient populations. Visit www.CentricHealthResources.com <http://www.centrichealthresources.com/>.