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**Centric Health Resources' Fourth Annual Ultra Orphan Conference
Unites Stakeholders, Exceeds Expectations**

CHESTERFIELD, Mo. – Oct. 6, 2011 – Defining, delivering and measuring value post-launch are key elements to effective orphan drug strategy, presenters said at [Centric Health Resources'](#) fourth annual Ultra Orphan conference.

Centric Health Resources, Inc., a Dohmen Company, is a Patient-Centered Health Management® organization dedicated to improving the quality of life for people with orphan, Ultra Orphan and chronic genetic disorders by connecting them with drug innovators in these areas. It hosted the forum, “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,” to share ideas and innovations in this growing market.

“With the emphasis big pharma is placing on the Ultra Orphan sector and U.S. legislation favoring development, now is the time to connect and explore business opportunities that can accelerate the process of bringing life saving therapies to market that improve the health of patients with debilitating and life-threatening disorders,” said Craig L. Kephart, President, Centric Health Resources. “This event brought together a multitude of stakeholders -- biopharmaceutical manufacturers, venture capital companies, industry consultants, patient advocacy groups, and health plans-- who share the goal of improving the lives of those with rare diseases.”

During the three-day conference in St. Louis, key opinion leaders addressed critical matters facing both the patients with rare diseases and the companies that serve them.

Discussions addressed questions facing the healthcare industry today, including:

- What is the value that drug innovators are delivering to healthcare?
- How is value defined by the patient, physician, payer and manufacturer, and what is the manufacturer’s opportunity to better describe the value they are providing?

- How does a manufacturer move from a business model where drugs are mass marketed to the promise of personalized medicine and what does the supporting supply system look like?
- How can manufacturers increase the likelihood of recovering their investment in new innovation for small patient populations?

This year's event supported the R.A.R.E. Project, an online community that exists to raise awareness of rare disease.

Kephart said, "Centric supports many rare-disease advocacy organizations. We are pleased to provide a forum for an organization like R.A.R.E that is dedicated to empowering the rare disease community."

Speakers included:

- Nicole Boice, Founder & President, R.A.R.E. Project
- Michael McCaughan, Editor-in-Chief, Prevision Policy, LLC
- Rita Numerof, Ph.D., President, Numerof & Associates, Inc.
- Jill Sackman, D.V.M., Ph.D., Senior Consultant, Numerof & Associates, Inc.
- Molly Stuart, Chief Executive Officer, International Pemphigus and Pemphigoid Foundation
- Erin Hugger, Ph.D., Director, Worldwide Business Development, GlaxoSmithKline
- John Doux, M.D., Board Certified Dermatologist
- Maria Lopes, M.D., M.S., Chief Medical Officer, AMCHHealth
- Ed Kaye, M.D., Chief Medical Officer, AVI BioPharma
- Kyle Brown, Chief Executive Officer, PatientCrossroads
- Douglas Paul, Pharm.D., M.S., Partner, MME, LLC
- Kenneth J. Tomaszewski, Ph.D., M.S., President, KJT Group and Course Director, Health Economics, University of Rochester
- Marc Boutin, Executive Vice President & Chief Operating Officer, National Health Council
- Greg Simon, Senior Vice President, Patient Engagement, Pfizer, Inc.
- Adina Safer, Partner, AccelusPartners, LLC
- William L. Daley, M.D., M.P.H., Vice President, Medical Affairs, Aging, Business Development & Licensing, SANOFI US
- James C. Greenwood, President & Chief Executive Officer, Biotechnology Industry Organization (BIO)
- Craig Kephart, President, Centric Health Resources, Inc.

"This meeting really highlighted the energy, passion and commitment that exists within the rare disease community. All of us are focused on improving patient lives by creating the most efficient model possible for drug innovators and the patients they serve,"

Kephart added. “The enthusiasm surrounding this year’s event exceeded expectations, and we look forward to producing game-changing symposia for years to come.”

Centric’s Fifth Annual Ultra Orphan Conference is scheduled for Sept. 17-19, 2012.

About Dohmen

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