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**IMPACTRX APPOINTS DAVID GASCOIGNE EXECUTIVE VICE PRESIDENT,
CONSULTING ANALYTICS, INNOVATION AND ALLIANCES**
*Former IMS Health Vice President and Accenture Partner brings his extensive marketing
analytics and market research expertise to new leadership role*

Horsham, PA and Mount Laurel, NJ, November 2, 2011/PRNewswire - ImpactRx, the pioneer in measuring the impact of promotion on physician prescribing behavior, announced today that David Gascoigne has joined the Company as Executive Vice President, Consulting Analytics, Innovation and Alliances. Mr. Gascoigne will lead the development and expansion of ImpactRx's Consulting Analytics practice which continues to be an area of strategic focus for the Company. Mr. Gascoigne will also lead third party alliance and channel strategy to ensure the Company continues to provide clients with high-value, differentiated services in the marketing effectiveness arena.

Mr. Gascoigne joins ImpactRx from IMS Health where his most recent positions were Vice President, Promotion Management and Vice President, Brand and Commercial Strategy. Within these roles, Mr. Gascoigne was the Global Head of IMS Consulting's Promotion Management practice enabling clients to understand and evaluate marketing ROI and to determine the optimal allocation of resources. Prior to his time at IMS, Mr. Gascoigne was a Client Partner with Accenture where his analytical experience extended beyond healthcare as he managed extensive and complex consulting engagements for major companies across multiple industries. Over the course of his career, which has included work in international markets as well as in the US, Mr. Gascoigne has developed broad expertise in the econometric and statistical modelling techniques used to assess all aspects of promotion effectiveness in the healthcare space, including specialized skill in analyzing the impact of direct-to-consumer advertising.

Mr. Gascoigne has presented a number of professional papers at notable industry conferences including the Advertising Research Foundation, the Pharmaceutical Marketing Congress and the Pharmaceutical Management Science Association. These papers focused on areas such as innovating response methodologies across all promotional activities throughout a product's lifecycle, applying new technologies to improve sales force allocation and targeting, assessing message effectiveness and managing promotional resources at the product level. Mr. Gascoigne earned both a B.S. and M.S. in Applied Statistics from Sheffield University in England.

“I’m delighted to join ImpactRx at this point in the Company’s evolution and I’m looking forward to working with its talented people and unique data assets”, said Gascoigne. “I’m excited to lead the Consulting Analytics business through its next phase of development and to have this opportunity to leverage my twenty years of experience in integrating analytics, consulting and market research to drive innovation and create value for clients,” Gascoigne concluded.

“We are excited to add David’s experience and expertise to our senior management team,” declared ImpactRx CEO, Greg Ellis. “The integration of our proprietary data assets with our Consulting Analytics capability will enable us to deliver solutions unmatched in their level of insight. We are committed to building out this capability and to making Consulting Analytics a core strategic focus of ImpactRx,” Ellis continued. “David is the ideal person to lead this undertaking. He brings the consulting background, analytical skill set and marketplace presence we need to establish our Consulting Analytics practice as the go-to resource for clients working to improve the effectiveness of their marketing spend,” concluded Ellis.

About ImpactRx

ImpactRx is the leading provider of consultative and analytically-based promotional effectiveness solutions to the healthcare industry. Powered by its longitudinal ImpactData™ and its normative AdvantageBuilder™ data assets, ImpactRx's consulting analytics and custom research capabilities provide unparalleled insight into the drivers of physician brand choice within a complete competitive context. Through its iPhone-connected panel of more than 4000 targeted physicians and its proprietary, state-of-the-art research technology, ImpactRx captures not only physician treatment decisions in response to promotion, but also the attitudes, perceptions and beliefs underlying those decisions. The integration of its comprehensive behavioral and attitudinal data with its validated and innovative modeling techniques enables ImpactRx to deliver breakthrough solutions to its clients. These solutions empower clients to improve brand performance by making more informed and effective decisions around marketing strategy, field and channel execution and pre-launch and launch planning. ImpactRx is a Symphony Technology Group company (www.symphonytg.com). For more information, visit: www.impactrx.com.

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