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**POP 2.0™ PROVIDES CUSTOM INSIGHT AT THE POINT OF PROMOTION
AND PRESCRIBING - NOW IN THE PHYSICIAN'S OWN WORDS**

A supplement to ImpactRx's syndicated research model captured via voice recording

Horsham, PA, January 11, 2012/PRNewswire - ImpactRx, the pioneer in measuring the impact of promotion on physicians' attitudes and prescribing behavior, announced today the launch of a voice capture response enhancement to their unique POP 2.0™ research tool.

POP 2.0™ is an event-triggered tool enabling the addition of custom questions to ImpactRx's longitudinal iPhone and iPad-connected physician research model. POP 2.0™ allows clients to go beyond ImpactRx's syndicated research to obtain answers to targeted, customized questions addressing their unique business needs. With the enhancement, these answers are now provided in the physician's own voice enabling ImpactRx to deliver more robust and nuanced insight into the physician's mindset.

“Since its creation almost eight years ago, we’ve continually explored ways to improve the value of the research our POP capability delivers. Last year we introduced POP 2.0™ which provides more streamlined processing, faster client turnaround and more granular data collection,” said Bruce Cowgill, Vice-President, Custom Market Research for ImpactRx. “This latest enhancement takes POP to an unprecedented level. The addition of voice capture technology to our iPhone and iPad longitudinal research application enables clients to get in-depth, qualitative insight directly from our physicians - all within the richness of ImpactRx’s best-in-class syndicated model,” Cowgill continued. “There is no substitute for hearing responses to your questions in the physician’s own words and this is the only research tool in the market today delivering that level of custom insight,” concluded Cowgill.

POP 2.0™ is available for all fourteen (14) of ImpactRx’s iPhone and iPad-connected longitudinal physician panels, including primary care, oncology, rheumatology, neurology, endocrinology and HIV specialists.

About ImpactRx

ImpactRx is the leading provider of consultative and analytically-based promotional effectiveness solutions to the healthcare industry. Powered by its longitudinal and normative 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 and iPad-connected network 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.