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**ENHANCED POP 2.0 PROVIDES CUSTOM INSIGHT INTO THE PHYSICIAN'S
MINDSET AT THE POINT OF PROMOTION AND PRESCRIBING**

A valuable supplement to ImpactRx's syndicated research model customized to clients' needs

Mount Laurel, NJ, July 27, 2011/PRNewswire — ImpactRx, the pioneer in measuring the impact of promotion on physician prescribing behavior, announces the rollout of POP 2.0, a proprietary, event-triggered survey tool utilized by the Company's iPhone-enabled longitudinal physician panels.

Triggered by events already collected through the Company's iPhone-based syndicated research model, POP (Point-of-Promotion/Point-of-Prescribing) surveys enable ImpactRx to uniquely capture an understanding of the physician's perspective at the time of decision. ImpactRx's clients using POP gain additional insight into the physician's perceptions and prescribing behavior immediately after a message is received or a brand choice is made.

POP surveys are valuable, custom supplements to ImpactRx's core syndicated research model which enable clients to add questions specific to their business issues. The 2.0 version represents an enhancement of this unique survey tool providing for more streamlined processing, faster client turnaround and more granular data capture. POP 2.0 is available for use across all of ImpactRx's iPhone-enabled longitudinal panels comprised of almost 4,200 high-value physicians, including primary care physicians, oncologists, HIV specialists, endocrinologists, psychiatrists and neurologists.

“We know that POP offers many advantages over traditional survey methods,” said Bruce Cowgill, ImpactRx’s Vice President of Custom Market Research. “One advantage is that custom information from our physician network can now be collected quickly on iPhones. The primary advantage is that POP surveys are administered in real-time, immediately following a promotional or treatment event, making the data we capture more accurate and less susceptible to physician recall error.” Cowgill continued, “We have unprecedented visibility into the physician’s mindset at the time of the event and by combining the enhanced features of POP 2.0 with the full ImpactRx product solution suite we can provide vital intelligence to pharmaceutical marketing and sales decision makers.”

About ImpactRx

Founded in 2000 and headquartered in Mount Laurel, New Jersey, ImpactRx’s longitudinal panels of high-value, iPhone-connected physicians are the exclusive source of continuously captured promotion and treatment data. Through its proprietary methodology, the company annually captures one million details and three million treatment decisions, fueling its unique ImpactData™ industry database. ImpactRx is a private company with investment financing provided by Symphony Technology Group (www.symphonytg.com) and Merck Capital Ventures. For more information, visit www.impactrx.com.

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