

Verticals onDemand Joins Forces with MediMedia to Launch the First CRM Solution with Pre-Loaded Formulary Data

PLEASANTON, CA and YARDLEY, PA – June 14, 2007 – Verticals onDemand, developer of industry-specific onDemand CRM solutions for the life sciences industry, and MediMedia Information Technologies a division of MediMedia USA, Inc. will integrate their solutions to provide pharmaceutical managed care teams with the first onDemand CRM solution pre-loaded with formulary data. Formulary data will be automatically updated through web services and the Salesforce.com API.

The new Software as a Service (SaaS) CRM solution makes it easy to load, update, and route formulary data, empowering managed care account managers with up-to-the-minute formulary details at a glance. In addition, data updates and system assimilation occur automatically, eliminating the need for IT staff intervention.

According to both companies, managed care has been grossly underserved by traditional IT providers, which typically impose broad-spectrum sales systems on the very specialized area of managed care.

“Change is hitting the healthcare industry like a tidal wave,” says Matt Wallach, vice president of sales and marketing for Verticals onDemand. “The role of managed care account managers is likewise changing and becoming increasingly important yet the market has been remiss in providing the tools they need to succeed. Until now, there was no easy way for managed care account managers to efficiently support their customers and see critical formulary data at the same time.”

“Getting the right formulary data at the right time to managed care account managers is key to maintaining and improving the pharmaceutical companies’ competitive position,” says Brian Bamberger, senior vice-president of business development for MediMedia Managed Care Group. “With Verticals onDemand’s new system, companies will undoubtedly see formulary status improvements and better understand how much managed care impacts their businesses. Communication of formulary changes will be made simple and clear.”

For the first time, managed care account managers can deploy easy-to-use CRM applications pre-loaded with formulary data, while enjoying all the benefits of SaaS, including no upfront costs, no software to install, no hardware to maintain, and no upgrade costs.

About Verticals onDemand

Verticals onDemand leverages the Salesforce Platform to deliver onDemand customer relationship management (CRM) solutions for specific industry segments. Founded by software industry veterans, the company combines deep industry domain expertise, CRM deployment experience, and Software as a Service (SaaS) operations savvy with the Salesforce Platform, the world’s first multitenant, on-demand platform. With an initial focus on the life sciences industry, Verticals onDemand customers will achieve the fastest time to value through the deployment of fully functional CRM applications that are simple to deploy, inexpensive to operate, and provide a superior user experience.

The company's flagship products are VBioPharma, for global biotechnology and pharmaceutical companies, and VMedical, for global medical and surgical device companies.

Verticals onDemand is a privately-held company headquartered in Pleasanton, CA. For more information, visit www.verticalsondemand.com.

About MediMedia Information Technologies

MediMedia Information Technologies, a Division of MediMedia, USA, is the leading provider of plan specific formulary data available today. The Formulary Compass™ is a comprehensive collection of over 5,000 plan and organization specific formularies, including all State Medicaid and Medicare Part D formularies. Formulary Compass has a rich history of tracking formulary information for over 10 years.

Please visit www.mminfotech.com for a complete overview of MediMedia Information Technologies.

Contacts

Lisa Barbadora
610-458-7482
Barbadora@comcast.net

Brian Bamberger
For MediMedia
267-685-2737