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**Healogix Names Tim Edbrooke President**

*Pharmaceutical Industry Veteran Plans for Marketing Research Company's Next Growth Phase*

HORSHAM, PA – November 21, 2011 – Healogix, a full-service, custom marketing research consultancy for the pharmaceutical and biotechnology industries, announced today that Tim Edbrooke has been appointed President and Chief Operating Officer, effective immediately. Founder Harris Kaplan will remain chief executive officer, working actively with clients in a strategic consulting and research capacity.

“Tim has done a terrific job of successfully moving Healogix forward in a difficult spending climate. He has demonstrated the ability to assemble a diverse and extremely talented team while delivering a level of client service and satisfaction unmatched in our market,” said Kaplan. “His appointment to the presidency is a reflection of the confidence our board, staff, clients and I all have in Tim’s ability to build on our success to-date and make us even more successful in the future.”

Edbrooke joined Healogix in 2009 as chief business officer, responsible for the company’s sales and marketing. In this role, Tim has led the company through the most significant growth phase since Healogix’s founding. Prior to Healogix, Tim was the chief executive officer of Genactis, Inc., a global strategic research-based company. He also held numerous executive and business development positions within pharmaceutical research and services firms including TVG, Inc., GfK Healthcare and Quintiles Transnational.

“We’ve seen increasing industry demand for our solutions – as biopharmaceutical companies look for ways to best position and target their products for increased market share,” said Edbrooke. “Our clients are facing one of the most challenging times in our industry’s history: access to physicians is getting even more difficult, payers’ influence is increasing, and the complexity of variables that impact prescribing is only compounding. I’m looking forward to continuing to work with the great team we’ve assembled to lead us into another year of growth and advancement.”

**About Healogix**

Based in Horsham, Pennsylvania, Healogix is a strategically-focused research-based consultancy for the pharmaceutical and biotechnology industries. Staffed by senior-level, seasoned consultants, Healogix was founded to meet the needs of executives facing real development and marketing decisions: early stage opportunity and product assessment, licensing and valuation, message optimization, segmentation, pricing and market access, brand rejuvenation and life-cycle management. For more information, please visit [www.healogix.com](http://www.healogix.com).