

Robert Ramirez Wins 2012 PBIRG President's Award

Ipsos Healthcare Researcher Honored at Annual Pharmaceutical Industry Conference

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New York, NY, June 20, 2012 – Every day, Robert Ramirez, Vice President with Ipsos Healthcare, gives his all to deliver and exceed the market research needs of America's pharmaceutical companies. In recognition of his outstanding efforts, the Pharmaceutical Business Intelligence and Research Group (PBIRG) has presented him with their prestigious President's Award. Greg Kulesa, President of PBIRG, made the announcement at the association's 2012 annual conference held in Chicago in late May.

"The President's Award honors a research partner who has shown excellence in both technical skills and client focus," says Greg Kulesa, President of PBIRG and GI Market Research Lead with Janssen Pharmaceuticals. "Rob and his team consistently go above and beyond the call of duty to ensure a project is successful. Leveraging his past experience on the client side, Rob really understands our needs and works to deliver outstanding results."

PBIRG is a not-for-profit industry association dedicated to the advancement of global healthcare marketing research, business intelligence, and strategic planning in theory and practice. Proving its leadership in the field, the association is among the three largest pharmaceutical market research organizations in the world. The annual PBIRG President's Award is presented to a pharmaceutical market research expert who has provided

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outstanding service and support to PBIRG and its goals of delivering research excellence and expertise in the field.

"It is a great honor and a privilege to be recognised in this way by PBIRG," says Rob Ramirez. "But truly great research is a team effort, and that includes great colleagues, exceptional clients and the kind of outstanding partnerships we at Ipsos Healthcare take effort to build with pharmaceutical companies across America and throughout the world. I'm humbled by this award, and share it with my team and my clients."

Ipsos Healthcare has pharmaceutical experts in over 40 countries. In the United States, Ipsos Healthcare is a national market research leader, providing a wide array of market research services to pharmaceutical and healthcare organizations.

"Rob's achievement is well deserved and the result of hard work, perseverance and a full commitment to helping clients succeed," says Elys Roberts, President of Ipsos Healthcare in the U.S. "At Ipsos Healthcare, we share the same passion and vision for pharmaceutical market research as PBIRG, and it is people like Rob that demonstrate that spirit every day here at Ipsos. All of us applaud him on this award."

For more information on PBIRG, visit: <http://www.pbirg.com/>.

For more information on this news release, please contact:

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