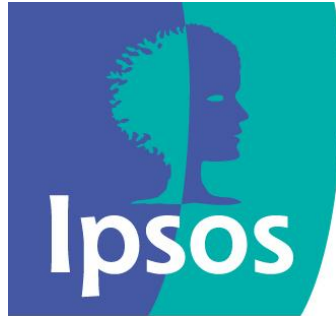


O'Meara Returns to Ipsos Healthcare

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Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company. With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,789 billion (\$2.300 billion U.S.) in 2012.

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O'Meara Returns to Ipsos Healthcare

New York, NY, July 2013 – Ipsos Healthcare has announced the return of Paul O'Meara to its Global Therapy Monitors team. O'Meara becomes Head of Autoimmune Therapy Monitors, a key portfolio within the company's syndicated services offering. He will deliver this global remit from Ipsos' New York City Office.

O'Meara leaves Insight Health US, where he was Head of Syndicated Services. Prior to this, he spent 7 years with Ipsos Healthcare (formerly Synovate Healthcare) – joining the company in London in 2005 to set up the Global Psoriasis and Global IBD Therapy Monitors, before relocating to New York to promote the Autoimmune Therapy Monitors. He then moved to Shanghai to head up Ipsos Healthcare's Syndicated Services in Asia Pacific. O'Meara began his career on the client-side, working for pharmaceutical company, Schering-Plough.

In addition to extensive global experience, O'Meara brings to the role considerable healthcare expertise. He has been a strong contributor to scientific research, publishing numerous papers in the area of bioinformatics and computational genetics, and holds an MSc in computational genetics from Imperial College London.

Ipsos Healthcare's former Head of Autoimmune Therapy Monitors, Sabina Heinz, now takes on responsibility for the company's Diabetes, Cardiovascular and Respiratory portfolios, alongside a range of new and forthcoming monitors.



Commented Rhoda Schmuecking, President of Global Therapy Monitors, Ipsos Healthcare:

"These Global Therapy Monitor portfolios are core elements of our syndicated offering, and I'm delighted that we have such strong leaders in place for both teams."

Added O'Meara:

"Autoimmune disorders represent a dynamic and prominent growth segment of the pharmaceutical industry; I am delighted to be returning to Ipsos to lead what is the global gold standard of patient audit tracking studies across this space."

For more information on this news release, please contact:

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