



August 20, 2015

On August 20, 2015, IMS Health completed the acquisition of Boston Biomedical Consultants (BBC) to accelerate the delivery of integrated solutions connecting information, expert services and technology to the medical device and diagnostics industry. This is an exciting milestone as we combine critical capabilities to bring greater value to you.

Evolving regulatory requirements, manufacturer combinations, and a shifting reimbursement landscape create for clients an environment in which actionable insights are essential for accelerated growth and sustained profitability. Success requires more in-depth understanding of market dynamics and faster integration of new insights into operational decision making. As a result, clients are asking for greater granularity in market information based on the broadest set of data sources, as well as interpretative expertise and technology to convert insights into decisions and actions.

BBC is the leader in information and consulting services for the in vitro diagnostics market. By combining this deep expertise with IMS Health's robust real world evidence information assets, technology in workflow analytics and its global footprint, clients will be able to operationalize new insights more rapidly into their decision making processes.

The opportunity to deliver new solutions for driving healthcare performance to our valued customers is our top priority. As we execute our transition to combined offerings, we remain committed to supporting your existing IMS Health and BBC services and offerings, and delivering the highest-quality solutions. You will be hearing more about our plans and progress in the weeks ahead.

Sincerely,

A handwritten signature in black ink, appearing to read 'John Stanick'.

John Stanick
General Manager, MedTech
IMS Health

