

Media Contacts

The Nielsen Company: Jennifer Frighetto (847) 605-5686

Wolters Kluwer Health: Robert Dekker (610) 234-4533

Nielsen and Wolters Kluwer Health Form Alliance to Measure Healthcare Landscape

New HealthScape™ Solution Provides Metrics Covering Healthcare Purchases, Attitudes and Behaviors

Conshohocken, PA, and New York, NY, July 23, 2008 — Wolters Kluwer Health and The Nielsen Company today announced the Healthcare Consumer Informatics Alliance, providing healthcare-related manufacturers and media companies with a comprehensive understanding of consumer behaviors and attitudes to enable more effective and efficient product messages, sales and media planning.

- The Healthcare Consumer Informatics Alliance has developed data solutions that help marketers and media agencies understand why consumers purchase prescription, over-the-counter and other health-related products that they do.
- As consumers are faced with increased responsibility for making their own healthcare decisions as well as a wider array of choices and influencers, this alliance provides marketers and their agencies with valuable consumer-centric information.
- The first platform, HealthScape™, combines de-identified patient prescription-related transaction data with consumer purchasing, attitudinal and behavior information to provide deep insights into therapeutic market activity, patient trends, consumer segmentation and targeting opportunities.

The two companies created the HealthScape™ platform to evaluate and measure the patient as a consumer of health-related products and services. The result bears an entirely new class of healthcare informatics – combining Nielsen’s knowledge of the consumer health and media space with Wolters Kluwer Health’s expertise in prescribed pharmaceuticals – providing new insight and metrics for healthcare marketers. As today’s healthcare consumers are faced with an increased level of choices and influencers in making those choices, the two organizations reveal a more comprehensive view of what drives healthcare related purchases through the alliance and pooled data resources.

The initial product offerings developed by the alliance directly link health related purchases to important influencers such as managed care, TV and Internet advertising, in-store merchandizing and physician recommendations. These new consumer informatics help explain why patients purchase specific prescriptions and consumer health-related products, plus provide marketers and media agencies with key metrics to inform and optimize their strategies.

"The healthcare industry including manufacturers and media companies are confronted with tough questions on how to efficiently target and influence patients and shoppers with limited marketing dollars," said Matt Dumas, Managing Director for NielsenHealth. "This alliance provides a consumer-centric view of the patient and the marketplace with metrics that bring a new kind of accountability to healthcare marketing."

"The sphere of influence in healthcare has been steadily expanding from a purely prescriber-centric model to a more patient-centric one as consumers become increasingly responsible for their own care," said David Martin, Vice President of Sales and Marketing for Wolters Kluwer Health. "Informatics created by our alliance provide an understanding of not only what patient purchasing patterns are, but what is driving those patterns. This information is critical for the industry to better develop and deliver appropriate product messages."

The Healthcare Consumer Informatics Alliance brings together some of the most well-known data sources in the industry utilizing advanced privacy and technology capabilities to facilitate the integration. Nielsen data assets include television and online ratings, consumer packaged goods marketing information and others. Wolters Kluwer Health brings de-identified longitudinal patient and dispensed pharmacy data. A joint consulting team, with members from both companies, is currently in place and available to service clients.

First Solution – HealthScape™

The two organizations today also announced the launch of HealthScape™, the first offering in the Alliance's co-developed set of solutions. The HealthScape™ platform reveals the total landscape of influencers impacting healthcare related behavior through the integration of patient prescription related transactions with consumer purchasing, attitudinal and behavioral information. HealthScape™ integrates Nielsen's consumer OTC and CPG purchasing and behavioral data from Homescan® and Scantrack® with Wolters Kluwer Health's anonymous patient longitudinal and transactional data from Source®Lx and Pharmaceutical Audit Suite (PHAST). The resulting datasets provide deep insight into therapeutic market activity, patient trends, consumer segmentation and targeting opportunities.

HealthScape™ addresses business challenges surrounding the following issues:

- Rx to OTC Switching Patient/Consumer Compliance & Persistency
- Patient/Consumer Segmentation & Targeting of specific sufferer groups
- Concomitant usage of Rx and OTC products Rx/OTC/CPG
- Market Basket Analysis Source of Volume Analysis
- Rx/OTC Market Measurement
- Managed care impact on OTC/Rx pricing and volume
- Health & Wellness targeting
- Shopper targeting

HealthScape™ solutions are available immediately. To learn more about the Healthcare Consumer Informatics Alliance or the HealthScape™ solution platform, visit <http://www.nielsen.com/solutions/nielsenhealth.html> or email the Alliance at HealthScape@nielsen.com or info@source.wolterskluwer.com.

###

About Wolters Kluwer Health

Wolters Kluwer Health (Conshohocken, PA), a division of Wolters Kluwer, is a leading provider of information and business intelligence for students, professionals and institutions in medicine, nursing, allied health, pharmacy and the pharmaceutical industry. Major brands include traditional publishers of medical and drug reference tools and textbooks, such as Lippincott Williams & Wilkins and Facts & Comparisons®; electronic information providers, such as Ovid, Medi-Span® and ProVation®; and pharmaceutical information providers such as Adis International and Source®. Wolters Kluwer Health has annual revenues (2007) of \$1,044 million (€761 million) and employs approximately 2,700 employees globally. For more information, visit www.wkhealth.com.

About Wolters Kluwer

Wolters Kluwer is a leading global information services and publishing company. The company provides products and services globally for professionals in the health, tax, accounting, corporate, financial services, legal, and regulatory sectors. Wolters Kluwer has annual revenues (2007) of €3.4 billion (\$4.8 billion), maintains operations in over 33 countries across Europe, North America, and Asia Pacific and employs approximately 19,500 people worldwide. Wolters Kluwer is headquartered in Amsterdam, the Netherlands. Visit www.wolterskluwer.com for information about our market positions, customers, brands, and organization.

About NielsenHealth

NielsenHealth is a Nielsen Company service focusing on healthcare related issues facing manufacturing, retail and media clients. The group takes a “consumer-centric” approach to critical targeting, marketing effectiveness and media related healthcare issues integrating The Nielsen Company’s proprietary data and methodologies in the consumer and media space. For more information, please visit, <http://www.nielsen.com/solutions/nielsenhealth.html>.

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), mobile measurement (Nielsen Mobile), trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com.