



Doctor Evidence names Jeff Frimpter as Vice President of Client Solutions

March 28, 2014

SANTA MONICA, CALIFORNIA — Doctor Evidence (DRE) announced today the appointment of Jeff Frimpter, MPH, as Vice President of Client Solutions. Mr. Frimpter will join the company on March 31 and will be responsible for leading DRE's client engagements to ensure world-class delivery of services and an exemplary client experience.

Mr. Frimpter comes to DRE with more than fifteen years of professional experience in the healthcare industry, having served most recently as Director of Evidence-Based Medicine for a leading global healthcare innovator. In this role, Mr. Frimpter was primarily responsible for supporting formulary review preparations, communication and translation of clinical and health economic evidence, managing evidence platforms for strategic and tactical applications, and developing translational tools for medical and commercial field-based teams.

"We are delighted to welcome Jeff to the DRE team at such an exciting time in our company's history," said Robert Battista, CEO and co-founder of Doctor Evidence. "Given Jeff's experience in organizations that have strategically harnessed the knowledge from evidence-based medicine practices, I believe he will be an extremely valuable member to our team and will contribute greatly to our partnership with our clients' continued growth and success."

"As a former customer of DRE, I know that our products and services can be an invaluable asset for innovators and decision-makers in healthcare," Mr. Frimpter stated. "As all healthcare stakeholders continue to expand and refine evidence evaluation and synthesis capabilities, they need quality, confidence and efficiency, and I am confident DRE is perfectly positioned to be a critical partner with them, bringing best-in-class solutions and services. I am thrilled to be joining DRE at a time when such incredible opportunities are ahead of us. I look forward to helping DRE seize these opportunities and accelerate close partnerships with our clients to realize the incredible value we can bring to the nature and complexity of their challenges in this rapidly evolving environment."

About Doctor Evidence, LLC

Doctor Evidence is a specialty software platform and services company aimed to assist stakeholders across the healthcare ecosystem to make and inform clinical and business decisions with the most relevant medical evidence. The Doctor Evidence methodology uses a Digital Outcome Conversion (DOC™) approach of taking data from published clinical studies, FDA drug labels, epidemiological databases and other real-word evidence datasets to transform static data into reusable, dynamic relational databases. Our software platform empowers both public and private sector clients to identify the most relevant literature and conduct ready analyses with the highest level of transparency available for today's



evidence-based medicine methodological standards, in the pursuit of reducing healthcare costs while increasing the quality of patient outcomes.

Doctor Evidence serves decision-makers in two large addressable market segments, Medical Manufacturers and Healthcare Providers, for the ultimate wellbeing of patients. Doctor Evidence is helping to transform the healthcare ecosystem by identify the most efficacious and safe medical treatment on a comparative effectiveness basis, including related economic costs and total-cost-of-care analysis.