

PRESS RELEASE

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Alliance Healthcare Information, LLC announces New Multi-Lingual EU Call Center

In response to industry demand, Alliance Healthcare Information is pleased to announce the establishment of a new multi-lingual inbound/outbound call center in Dublin, Ireland. With a Healthcare Professional based call center well established in the US, Alliance is now bringing their successful best practices to the EU. Alliance's customer centric center offers scalable, flexible solutions to the pharmaceutical industry.

Alliance specializes in handling complex projects requiring personnel with a high level of healthcare experience and expertise. The goal is to provide first in class Communications Center services in Medical Information/Affairs Inquiry programs, Adverse Event and Product Quality Complaint Handling, Outbound Patient Compliance and Support programs and Outbound Physician Surveys and tele-detailing using phone, click-to-chat and co-browsing technologies.

Mary Anne Greenberg, CEO, Alliance Healthcare confirmed "Our clients wish to develop a global medical communication partner with whom they trust".

Alliance is part of United Drug, PLC located in Dublin, Ireland. United Drug is a diversified, global healthcare services company with interests in contract sales and marketing services, drug wholesaling, medical equipment, packaging and specialist healthcare delivery. The organization is listed on both the Dublin and London stock exchanges. The US division of United Drug is comprised of five companies: Ashfield Healthcare, Alliance Healthcare Information, Informed, Sharp Corporation and UniversalProcon.

Notes to Editors

Alliance Healthcare Information, LLC provides marketing services to the healthcare industry. Using highly qualified, healthcare professionals in a state of the art communication center in Pennsylvania, Alliance provides vital Medical affairs support, as well as database and fulfillment support to the US Pharmaceutical and Biotech companies.