

Qforma announces Board and Senior Management additions

- * Dr. Oern Stuge, MD, Board Member – substantial international experience provides global perspective to Board of Directors*
- * Ed Mendham, Chief Financial Officer (“CFO”) – increases depth of executive management team*

Morris Plains, NJ – June 25, 2013 – Qforma, a leading provider of healthcare data analytics focused on social network tools, stakeholder engagement insights, predictive modeling and launch optimization, announced today that Oern Stuge, MD has joined the company’s Board of Directors, and Ed Mendham has joined the company as CFO, effective immediately.

Oern Stuge MD, MBA is Chairman of Orsco Lifesciences AG. Through this company, Dr. Stuge holds several Executive & Non-Executive board memberships & advisory roles. Prior to his current role at Orsco Lifesciences AG, Dr. Stuge worked for 12 years at Medtronic Inc. in different roles including Senior Vice President (SVP) and President Europe & Central Asia and SVP and President Cardiac Surgery. Dr. Stuge was also a Member of Medtronic’s Executive Committee and Operating Committee, and he has been credited for successfully transforming its global Cardiac Surgery business and accelerating growth in its Neurological and Cardiovascular businesses, in Europe Middle East & Africa. Prior to Medtronic, he worked 6 years in senior management positions at Abbott Laboratories (diagnostics, pharmaceuticals, nutritional products & medical devices), 6 years in Medinor A/S (medical technology) in different positions including CEO, and 6 years as a practicing physician. Dr. Stuge graduated “summa cum laude” in Medicine from University of Oslo, Norway and received an MBA from IMD, Switzerland.

Ed Mendham has 20 years of experience in progressive financial and accounting roles. Most recently, he served as Vice President, Finance of Advanced Health Media, an industry leading provider of software solutions, sales force logistics and outsourced speaker bureau management for the pharmaceutical industry. While at Advanced, Mr. Mendham oversaw corporate financial planning & strategy and successfully managed 30 financial professionals. Prior to Advanced, Mr. Mendham served in various financial and accounting roles at JDS Uniphase Corporation (fiber optic manufacturer).

Kilian Weiss, CEO of Qforma said, "I am excited by the management team we have assembled and Ed adds to the overall depth of our organization. Qforma will benefit from Ed’s significant experience overseeing finance and accounting functions. Oern joining the Board will provide another tremendous resource to the company and we look forward to benefiting from his extensive healthcare experience. Moreover, Oern’s substantial global experience, particularly in Europe, will prove invaluable as Qforma accelerates its international growth strategy".

Dr. Richard Nichol, Chairman of Qforma’s board of directors, commented, “I am pleased to welcome Oern Stuge and Ed Mendham to Qforma. Their exceptional business and healthcare expertise will be a tremendous asset to the board and the company. Ed is an important addition to an already deep management bench and provides leadership and discipline to the finance and accounting operations. Furthermore, Oern’s public company and international experience will be a key resource to Qforma as the company continues to expand abroad”.

About Qforma

Qforma is a leading provider of healthcare data analytics focusing on social analytics, stakeholder engagement insights, predictive modeling and launch optimization. As the health care industry evolves, decision makers increasingly rely on real-time actionable intelligence. Qforma is uniquely positioned to provide insights from thousands of local experts in any given disease state or condition, Accountable Care Organization (ACO), Managed Care Organizations, healthcare provider groups, integrated health systems and hospitals. Qforma combines its CrowdLink™ stakeholder analytics platform, iLaunch™ intelligent launch optimization services and Community Opinion Leader mapping to offer the world’s most comprehensive healthcare data analytics platform. Qforma has a global presence with facilities in Frankfurt, Germany; Lviv, Ukraine; Santa Fe, New Mexico; Princeton, New Jersey; Chicago, Illinois and headquarters in Morris Plains, New Jersey.

About BelHealth Investment Partners

BelHealth Investment Partners, based in New York, is a healthcare private equity firm focused on lower middle market companies. BelHealth acquires majority positions in entrepreneur-owned companies we believe would benefit from our vast operating and private equity experience. The firm typically invests \$10-25 million per platform company across three healthcare segments: Services, Information Technology and Products & Distribution. Applying an active, hands-on approach, BelHealth utilizes its experience to support management, drive revenue and profit growth and achieve superior returns for its investors and partners.

For further information, please visit:

Qforma: www.qforma.com or www.skilamederi.com

BelHealth Investment Partners: www.belhealth.com.

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