

Top Global Commerce and Brand Protection Specialist joins Blue Fin Group

Industry Veteran joins consulting practice to advance global trade and brand protection practice

Atlanta - April 15, 2009 – As the healthcare industry continues to struggle to apply effective approaches to Brand Protection and the threat of global pharmaceutical trade looms on the immediate horizon, Blue Fin Group is proud to announce the addition of Terry O’Neill to the team, joining a growing roster of proven industry experts.

Over the course of the past 5 years, Blue Fin Group has worked to help Top-10 Pharmaceutical companies map multi-generational Brand Protection strategies that have yielded fully implementable actions with clear and measurable results without tying them to the stalled tactics with which industry constituents have all become so familiar. Blue Fin Group’s proprietary view of this issue has been created from the team’s hands-on knowledge and is both uniquely independent while remaining mindful of suggestions from State and Federal regulators, consumer advocate groups, pharmacy and wholesale channels, and the sea of vendors that claim to have the silver bullet. It is with a firm belief that if assessed and designed holistically, Brand Protection can be fully valued by the commercial organization as a revenue optimization initiative as opposed to a mere compliance headache or cost burden.

“We look forward to Terry taking our clients’ thinking to new levels and combating the business issue both in the U.S. and around the globe with passion” said William Roth, Founding Partner. “With the growing economic pressure for our industry to adopt parallel trade coinciding with dramatic cuts in reimbursement, now more than ever is a time to ensure manufacturers’ have assessed the full and likely situation and are ready to mitigate this mounting risks to our patients and our industry’s health”.

Terry joins Blue Fin Group as a Principal Consultant with subject matter expertise in areas relating to Global Pharmaceutical Commerce with a sharp focus on Brand Protection and Corporate Security. Mr. O’Neill has over 20 years experience leading projects and teams on engagements with marquee companies such as Sanofi-Aventis, Xerox and State Street. Having physically lived and breathed the issues, cultures, and trade nuances in internationally based assignments in North and South America, Europe, Middle East & Africa, and Asia-Pacific, Terry has the experiences and skills to create pragmatic assessments and sustainable solutions against the ever-changing global threats to patient safety, business health, and brand and corporate identity. Terry resides outside of Boston Massachusetts.

About Blue Fin Group

Founded in 2001, Blue Fin Group is the premier management and technology consulting firm focused solely on healthcare commerce. Our mission is to collaborate with healthcare clients of all sizes and stages to ensure they optimize their strategic, operational, and financial potential by maximizing the value contained in the physical, transactional and financial positioning, sale, and flow of product-based therapies through the engagement of passionate experts employing proven and adaptable methodologies.

Blue Fin Group is proud to service over 70 healthcare clients including manufacturers, commercial channels, and service providers. Our skills and services span vision, strategy, tactics & processes, and the technologies necessary to be successful in today’s business world. We are skilled project managers and subject matter experts covering all disciplines required for healthcare commerce excellence. To learn more about the Blue Fin Group, please call Vice President and General Manager Sandy Griffith at 636.778.9401, drop a line at sgriffith@consultbfg.com, or visit us on the web at www.consultbfg.com.