

John Cervione is Featured Speaker at CBI's 3rd Annual Fee for Service Conference

Next generation programs highlight the need for further analysis: "We are not there yet"

Atlanta, GA / Califon, NJ; December 1, 2007 – Blue Fin Group, the premier management and technology consulting firm focused solely on Healthcare commerce, announces that John Cervione, a Managing Partner & Principal Consultant at the Blue Fin Group will be a featured speaker at CBI's 3rd Annual Fee for Service Conference occurring at the Downtown Philadelphia Marriott on December 12 – 13, 2007.

The session will examine key facts and questions regarding the current and future state of Distribution and "Fee for Service" programs and describe insightful answers to the key issues helping attendees understand "Where's everything heading and where am I heading?", "What are my immediate opportunities?" and "What are my long term opportunities?". Through these iterative questions, manufactures and wholesalers will clearly understand that as an industry *we are not there yet*, and what the near and far horizons look like.

John is a widely recognized skilled strategist and has a strong track record of delivering solid approaches to capture innovative opportunities that maximize revenue, margin and profitability by ensuring project output aligns directly to strategic objectives and company/business unit vision. In the areas related channel commerce, John remains an industry beacon and innovator change-agent.

The Blue Fin Group mission is to collaborate with Healthcare clients of all sizes and stages enabling them to achieve their strategic operational and financial potential through the engagement of passionate experts employing battle-tested and proven methodologies.

For more information regarding the conference agenda and logistics, please visit the CBI Pharmaceutical & Biotech Conference website at: <https://www.cbinet.com/conferences.cfm?verticalId=1>

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 clients at all points along the continuum of care 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 through the engagement of passionate experts employing proven and adaptable methodologies.

Blue Fin Group is proud to service over 50 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 908.832.0626, drop a line at sgriffith@consultbfg.com, or visit us on the web at www.consultbfg.com.