

Richard Carlson is Featured Speaker at Model N's Rainmaker Summit

Crossing the Chasm: Impacts to Commercial and Managed Markets

Atlanta, GA / Califon, NJ; January 14, 2008 – Blue Fin Group, the premier management and technology consulting firm focused solely on Healthcare commerce, today announced that Richard Carlson, a Managing Partner & Principal Consultant at the Blue Fin Group will be a featured speaker at Rainmaker: The Model N Revenue Management Summit 2008, occurring at the Fairmont Scottsdale Princess Resort in Scottsdale, AZ on February 5 – 7, 2008.

The session will focus on business and technology aspects of *everything you always wanted to know about Fee for Service, but were afraid to ask*. As organizations continually strive for channel control (physical, financial, transactional) and predictable revenues, manufacturers and wholesalers are continually examining how the value created from both commercial and managed markets operations lead to improved efficiency and increased gross-to-net profitability.

Rich is an Information Services professional with a unique blend of business acumen, technical expertise, and financial acuity which enables rapid transformation of complex business needs into long-term strategic solutions. Rich is a prominent industry leader with both broad and deep knowledge and experience within managed markets and commercial operations.

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.

In addition to Rich, Rainmaker 2008 will feature a full roster of leading industry experts:

- Bruce Richardson, Chief Research Officer at AMR Research will give the keynote address
- Joel Winterton, Owner of S.E.T. Enterprises, will explore what every pharmaceutical CFO needs to know when evaluating the financial impact of government pricing programs on their organization
- Kip Piper, President of Health Results Group LLC, will moderate a life science industry panel that examines the key market trends that are combining business, IT, and regulatory processes as never before
- Chris Abess, Principal at Deloitte Consulting, will discuss the impact of consumer electronics trends on semiconductor pricing
- Sarvajna Kazi, Partner at Accenture, will share insights on developing a strategy for semiconductor price planning and segmentation and how to look for the right pricing tools

For more information regarding the conference agenda and logistics, please visit the Model N website at <http://www.modeln.com>

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.