

John Cervione is Featured Speaker at ValueCentric's 2nd Annual User Conference *Control and Transparency: Maximizing Channel Management*

Atlanta, GA / Califon, NJ; May 1, 2008 – 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 ValueCentric's 2nd Annual User Conference occurring at the Gaylord Opryland Hotel on May 12 - 14, 2008.

This session provides manufacturers with the macroeconomic factors that are influencing the evolution of channel management programs and key insights on how to align program objectives and tactics to these factors in order to maximize operational efficiency and revenue.

Various forms of channel agreements have been in existence for several years now and manufacturers are examining how the value created from these programs is evolving both within the wholesale class of trade as well as taking a forward view of the vertically and horizontally consolidating dispensing outlet market.

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.

In addition to John, the user conference will additionally feature:

- Daniel Eugene "Rudy" Ruettiger. Keynote speaker, best known as the inspiration for the motion picture *Rudy*.
- Scott Melville, Senior VP, Government Affairs, HDMA will give an update on the current status on industry-wide ePedgree and RFID initiatives as well as give the state-of-the-industry overview.

For more information regarding the conference agenda and logistics, please visit the ValueCentric website at <http://www.valuecentric.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 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 60 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.