

Blue Fin Group's Bill Roth named to PharmaVOICE 100

Founding Partner named one of the top 100 most inspirational and influential people in the life sciences industry

Atlanta, GA / Califon, NJ; July 14, 2008 – Blue Fin Group, the premier management and technology consulting firm focused solely on healthcare commerce, announces that William “Bill” Roth has been selected by PharmaVOICE as one of the top 100 most inspirational and influential people in the life sciences industry.

The 2008 PharmaVoice100 represent a broad cross-section of industry sectors including pharmaceutical, biopharmaceutical, biotechnology, contract research, clinical trial, research and development, patient education, patient recruitment, advertising, technology, and many others. Furthermore, the leaders chosen to represent the industry have accomplishments which are just as diverse; Bill joins a group of thought-leaders who contribute to the growth and well-being of not only their companies, but to their communities and industry associations.

Bill is the founding partner and a principal consultant with the Blue Fin Group and is a nationally recognized expert in the area of healthcare commerce, commercial operations, data, and technology management. Bill has extensive experience with sales, distribution and marketing channels having worked intimately with all provider types ranging from national, regional, and independent providers and across all manufacturer types ranging from brand, generic, consumer goods, and medical device. He has unparalleled pharmaceutical domain knowledge and a clear understanding of each channel's business model from patient acquisition through payer considerations.

“It's an honor to be recognized by my industry colleagues and to be profiled alongside such an impressive group of peer leaders in the industry,” said Roth. “My personal motivation is to give my clients the ‘wow’ factor which ensures their success, and therefore I'm humbled by this recognition.”

Over the course of Bill's tenure as a consultant, he has personally contributed to business plans that have unlocked over a billion dollars in value to his clients and the industry he serves. He has been publicized in over 25 industry publications, is frequently cited by market researchers and Wall Street analysts for his accurate predictions of future events, and speaks regularly at industry events and seminars on the subject of healthcare commerce related issues and challenges.

The PharmaVOICE 100 are individuals who think outside the box, pioneer new paths to success, and inspire their colleagues in the industry through their unique leadership qualities,” says Taren Grom, editor and cofounder of PharmaVOICE. “We are pleased to recognize these 100 individuals -- from all the different sectors of the life-sciences industry -- who have been able to translate industry issues into opportunities and who have taken the time to mentor the next generation of leaders.”

About the PharmaVOICE 100

PharmaVOICE asked its diverse readership to nominate the individuals who have inspired and motivated them. Readers were asked to select individuals who view industry trends as challenges, not burdens, as opportunities not obstacles, who embody panache and conviction, and who plan for the future rather than respond to change.

The 2008 PharmaVOICE 100 were selected based on a number of criteria, particularly the nominator's description of why an individual inspired or motivated them or affected positive change, in addition to the number of submissions received.

For more information regarding the PharmaVOICE Top100, please visit the PharmaVOICE website at <http://www.pharmavoices.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 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 908.832.0626, drop a line at sgriffith@consultbfg.com, or visit us on the web at www.consultbfg.com.