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ADVERSEEVENTS, INC. BECOMES ADVERA HEALTH ANALYTICS, INC.

Leading Drug Safety Company Expands Scope and Services

SANTA ROSA, CA...September 8, 2015 - Reflecting the company's expanding scope of products, services and markets served, AdverseEvents Inc., has been renamed Advera Health Analytics, Inc.

The rapidly changing managed care industry and the introduction of the Affordable Care Act has driven demand for independent post-market drug safety data and analysis to fuel formulary decisions that drive down costs and improve patient outcomes. The introduction of this post-marketed data has helped managed care organizations, financial institutions and government entities determine the true total cost of FDA approved prescription drugs. Additionally, it is driving demand for advisory services and access to expanded real world data to power the Health Economics and Outcomes Research (HEOR) being conducted industry-wide to accurately inform development, marketing and financial decisions.

This demand has stimulated successive periods of rapid sales growth at Advera Health Analytics and has resulted in an expansion of its product line, the introduction of advisory services, numerous partnerships and a wider-ranging client base. The name change, which is derived from the Latin ad-vera "to truth" was instituted to reflect this expansion. The company will remain under the same ownership and management and continue its stated mission of improving health outcomes and reducing costs through real world data, analytics, and insights.

Advera Health Analytics will continue to provide data, analytics and expert commentary to members of the media to support healthcare industry reporting. Additionally, independent research can be conducted on an as-needed basis, and free access can be provided to existing reports. Recent reports include:

Recent Research:

- [AIS and Advera Health Analyzes Adverse Effects of Anti-Inflammatory Drugs](#)
- [Prophylactic Asthma Treatment: Safety Comparison of Arnuity Ellipta vs. Flovent](#)
- [Accurate Prediction of PML Risk in Gilenya-Treated Patients: 3 Years Ahead of FDA Label Change](#)
- [Chronic Hepatitis C: Safety Comparison of Daklinza \(daclatasvir\) vs. Harvoni \(ledipasvir; sofosbuvir\)](#)
- [Schizophrenia and Major Depressive Disorder: Safety Comparison of Rexulti vs. Seroquel](#)
- [FOIA Report Update: RxCost Comparison of Anti-Obesity Drugs](#)

Recent Commentary:

- [The FDA Is Approving Everything - Is that Safe?](#)

- [CVS Exclusion Decision May Put Patients at Risk on Diabetes Drug \(SGLT-2's\)](#)
- [Did Express Scripts Just Save the Healthcare System an Additional \\$107.8 Million?](#)
- [The State of Drug Safety Systems](#)
- [Shadow Pricing, Highway Robbery, and the Price of Drugs](#)
- [The Non-Negotiable Cost of Drugs](#)

ABOUT ADVERA HEALTH ANALYTICS

Advera Health Analytics is a health informatics company that improves patient safety and reduces systemic healthcare costs through the comprehensive analysis of real world outcomes data. Advera Health Analytics makes these data accessible, actionable, and predictable. For more information visit: www.adverahealth.com