

Armada Announces Bill Martin, Group Vice President, Business Development, Accredo Health Group, Inc. to Deliver 'State of the Specialty Pharmacy Industry' Address at 2011 Specialty Pharmacy Summit

Florham Park, NJ – January 10, 2011 - Armada Health Care, LLC (Armada), the nation's largest specialty pharmacy contracting organization, announced today that Bill Martin, Group Vice President, Business Development, Accredo Health Group, Inc. will deliver the *State of the Specialty Pharmacy Industry Address* at 2011 Armada Specialty Pharmacy Summit.



Bill Martin leads the Business Development and Pipeline tracking functions for Accredo Specialty Pharmacy. In this role he is responsible for manufacturer relations, contracting, service delivery, and pipeline strategy for Accredo Health Group. Key interests include the emerging biosimilars pathway and REMS program administration. His team specializes in working with brand teams to develop distribution channel strategies including 3pl, wholesale, hub, and special services with a particular focus on rare diseases.

Prior to joining Accredo, Mr. Martin was Vice President of Marketing, Medical Education, and Global Communications for Medtronic's Spinal and Biologics Business. With more than 20 years of experience in the health care industry, he has held various positions of leadership in general management, marketing, sales, and product development including positions at Boston Scientific and Procter & Gamble. Bill is a graduate of the University of Tennessee, Knoxville.

About the Armada Specialty Pharmacy Summit

Since the inaugural gathering six years ago, the annual Armada Specialty Pharmacy Summit has grown to become the industry's foremost annual specialty pharmacy conference. This "best in class" venue and comprehensive agenda offers each attendee the opportunity to gain important knowledge about the rapidly growing specialty pharmacy channel. The agenda provides a host of events including: specialty healthcare business sessions, vendor exhibit hours, panel discussions with executives from leading health plans and dozens of educational seminars on specialty pharmacy. The conference format is meticulously designed to allow each attendee the opportunity to network with leading healthcare executives and other key industry stakeholders to establish strong business relationships with fellow industry associates. Upon conclusion, conference participants will depart having gained a new and meaningful insight that transfers today's specialty pharmacy trends into tomorrow's successful business opportunities.

Attendance is projected at 1,500 participants representing more than 400 specialty healthcare organizations. They will include: owners, senior executives, trade relation executives, sales and marketing directors, medical and pharmacy directors, specialty nurses as well as many other key representatives from specialty pharmacy providers, national health plans, pharma/biotech manufacturers, brand/generic drug companies, wholesale distributors, and many other industry organizations. The Armada Specialty Pharmacy Summit is considered one of the top annual healthcare conferences in the US pharmaceutical industry. Registration is available online through www.armadasummit.com.

About Armada Health Care (Armada)

Armada has built the nation's largest specialty pharmacy contracting organization for comprehensive and cost effective access to the nation's \$100 billion specialty pharmacy industry. Armada offers specialty pharmacy providers, pharma/biotech manufacturers, national health plan payers and wholesale distributors a specialty pharmacy channel management solution through customized patient programs, prescription-data-management services and other unique purchasing agreements on specialty pharmacy products purchased and dispensed within this market.

For more information about the Armada Summit, contact:

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