

NEW YORK, NY – April 19, 2010

NEW YORK AMERICAN MARKETING ASSOCIATION ANNOUNCES 50 MARKET RESEARCH FIRMS ARE CERTIFIED THROUGH THE GREENBOOK HEALTH™ CERTIFICATION PROGRAM

New York American Marketing Association today announced that 50 market research firms have been certified by GreenBook Health as of April, 2010, in recognition of their highly regarded health care marketing research services.

The GreenBook Health Certification Program helps sophisticated buyers of healthcare marketing services evaluate and select the most appropriate marketing research supplier for their specific needs. The certification serves as an objective measure that an organization has successfully completed highly specialized types of healthcare marketing research projects. Achieving a GreenBook Health certification requires, among other things, that a supplier's clients indicate they would rehire the supplier should a similar project exist in the future.

GreenBook Health (www.GBHealth.org) is used by healthcare market researchers – working for pharmaceutical companies, hospitals, managed care organizations, physician group practices, etc. - to source qualified marketing research suppliers. GBHealth.org currently includes information on over 300 specialized suppliers and agencies in over 60 different service categories. Organizations can apply to be certified in the specific service categories where they have expertise.

GreenBook Health is backed by the expertise of the New York American Marketing Association and is recommended by the Pharmaceutical Marketing Research Group (PMRG), the industry's leading association of healthcare market researchers.

"Healthcare is a huge industry with complex and specialized marketing research requirements, and buyers want to know that their marketing research supplier has the healthcare expertise to manage their particular needs" noted Diane Liebenson, Publisher of GreenBook Health.

"GreenBook Health makes a lot of sense," said Stephanie Reynders, PMRG Executive Director.

"Successful healthcare marketing research depends on tapping the right suppliers with the right expertise to ensure success. The independent GreenBook Health Certification Program makes it possible to select marketing suppliers with confidence – and that's important in an industry where quality is hard to assess before the project starts."

The following 50 marketing research firms have been certified in one or more health care marketing research categories (noted in italics) by the GreenBook Health Certification Program:

2Europe *International* www.gbhealth.org/company.cfm/2006772

Accurate Market Research, Inc. *Data Collection-Field Services*
www.gbhealth.org/company.cfm/2006746

ADM Mktg & Research Consulting *Surveys- General* www.gbhealth.org/company.cfm/2006499

ARPO RESEARCH CONSULTANTS *Full Service: Qualitative* www.gbhealth.org/company.cfm/2006656

Artefact Online Focus Groups *Focus Groups: Online* www.gbhealth.org/company.cfm/2006595

BALABAN MARKET RESEARCH CONSULTING *Focus Group- Moderators;
Pharmaceutical- Prescription Medicines* www.gbhealth.org/company.cfm/2006448

C&C Market Research Inc. *Mall Interviewing- Mall Intercepts; Data Collection- Field Services;
Consumer Research* www.gbhealth.org/company.cfm/2006418

CatalystMR *Surveys- Online* www.gbhealth.org/company.cfm/2006668

CBA *Patients; Consumer Research; Full Service- Qualitative*
www.gbhealth.org/company.cfm/2006421

Chamberlain Research Consultants *Quantitative, Brand Research*
www.gbhealth.org/company.cfm/2006307

Clarocision Research & Marketing *General Marketing Research*
www.gbhealth.org/company.cfm/2006562

E-Tabs *Marketing Software- Statistical Analysis & Modeling*
www.gbhealth.org/company.cfm/2006712

EFG Worldwide *Data Collection-Field Services; International*
www.gbhealth.org/company.cfm/2006444

Epocrates *International; Panels- Online; Marketing Research- Physicians*
www.gbhealth.org/company.cfm/1002749

Fine Research Latin America *Data Collection-Field Services*
www.gbhealth.org/company.cfm/2006594

G3 Translate *Publishing Services- Translation* www.gbhealth.org/company.cfm/2006478

GlobUs Consulting and Research *Physicians* www.gbhealth.org/company.cfm/2006838

Greenfield Consulting Group *Pharmaceutical- Prescription Medicines*
www.gbhealth.org/company.cfm/1000956

Health Care Testing, Inc. *Focus Groups- Facilities; Data Collection- Field Services; Physicians*
www.gbhealth.org/company.cfm/2006363

InsideHeads *Focus Groups-Online* www.gbhealth.org/company.cfm/2006592

Kendall Gay Consulting *International; Physicians; Pharmaceutical- Prescription Medicines ... and more*
www.gbhealth.org/company.cfm/2006346

L & E Research, Inc. *Focus Groups- Recruiting* www.gbhealth.org/company.cfm/1001137

M/A/R/C Research *Full Service- Qualitative, Full Service- Quantitative*
www.gbhealth.org/company.cfm/2006518

MSA Research *Interviewing* www.gbhealth.org/company.cfm/1002198

Opinionmeter International *Satisfaction: Patients* www.gbhealth.org/company.cfm/2006578

Peters McClard Research, Inc. *Focus Groups: Recruiting*
www.gbhealth.org/company.cfm/1000570

Quick Tab Associates, Inc. *Database Services: Data Processing*
www.gbhealth.org/company.cfm/2006590

Quick Test/Heakin *General Marketing Research*
www.gbhealth.org/company.cfm/2006422

Schlesinger Associates Atlanta *Hospital Personnel; Focus Groups- Recruiting; Ethnography-
Observational ... and more* www.gbhealth.org/company.cfm/2006471

Schlesinger Associates Bala Cynwyd *Medical Devices, Patients, Physicians ... and more*
www.gbhealth.org/company.cfm/2006467

Schlesinger Associates Boston *Focus Groups- Recruiting, Facilities; Hospital Personnel
... and more* www.gbhealth.org/company.cfm/2006456

Schlesinger Associates Chicago *Medical Devices, Patients, Physicians ... and more*
www.gbhealth.org/company.cfm/2006457

Schlesinger Associates Chicago O'Hare *Focus Groups- Recruiting, Facilities; Hospital Personnel ... and
more* www.gbhealth.org/company.cfm/2006455

Schlesinger Associates Dallas *Medical Devices, Patients, Physicians ... and more*
www.gbhealth.org/company.cfm/2006458

Schlesinger Associates Houston *Focus Groups- Recruiting, Facilities; Hospital Personnel ... and more*
www.gbhealth.org/company.cfm/2006459

Schlesinger Associates Los Angeles *Medical Devices, Patients, Physicians ... and more*
www.gbhealth.org/company.cfm/2006460

Schlesinger Associates New Jersey *International, Hospital Personnel, Focus Groups- Online ... and
more* www.gbhealth.org/company.cfm/2006461

Schlesinger Associates New York *Patients, Focus Groups- Recruiting*
www.gbhealth.org/company.cfm/2006463

Schlesinger Associates Orlando *Focus Groups- Recruiting; Facilities; Hospital Personnel ... and more*
www.gbhealth.org/company.cfm/2006464

Schlesinger Associates Philadelphia *Physicians, Medical Devices, Patients ... and more*
www.gbhealth.org/company.cfm/2006466

Schlesinger Associates Phoenix *Focus Groups- Recruiting, Hospital Personnel, Ethnography-
Observational ... and more* www.gbhealth.org/company.cfm/2006462

Schlesinger Associates San Francisco *Physicians, Medical Devices, Focus Groups-Facilities ... and more*
www.gbhealth.org/company.cfm/2006468

Smith Hanley Associates LLC *Pharmaceutical- Prescription Medicines*
www.gbhealth.org/company.cfm/2006426

The Research Group, Inc. *Focus Groups- Moderators* www.gbhealth.org/company.cfm/2006495

The Research House, A Schlesinger Associates Company *Focus Groups- Facilities, Recruiting;
Advertising Research ... and more* www.gbhealth.org/company.cfm/2006469

The Sample Network *Panels- Online* www.gbhealth.org/company.cfm/2006620

V & L Research and Consulting, Inc. *Ethnic Groups* www.gbhealth.org/company.cfm/2006820

Youth Insights *Focus Groups- Moderators* www.gbhealth.org/company.cfm/2006604

Zaicom Research Plus USA *Full Service- Qualitative* www.gbhealth.org/company.cfm/2006516

About **New York American Marketing Association (NYAMA)** – www.nyama.org. NYAMA is an organization of marketing professionals from a broad range of industries who seek the knowledge to make themselves more effective marketers. Behind everything New York AMA does is a focus on giving marketers easier access to recognized thought leaders, best practices, trends, and resources. New York AMA produces a variety of events throughout the year that feature marketing experts and provide valuable networking opportunities.

A subsidiary of the New York AMA publishes GBHealth® and GreenBook® Directory, the leading resource for buyers of marketing research services worldwide.

About **Pharmaceutical Marketing Research Group (PMRG)** - www.pmr.org. PMRG is an individual, member-based, nonprofit association whose mission is to advance the principles, practice and power of healthcare marketing research by creating a community that both supports individual professional development and acts as an advocate for the profession as a whole. PMRG is a community where healthcare marketing researchers learn, interact and thrive.