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Shannon Brownlee, Author of “Overtreated,” to Keynote at Defined Health’s 8th Annual Therapeutic Insight Conference

Florham Park, N.J., April 2, 2006 – Defined Health has announced the final agenda and invited and confirmed speakers for its 8th annual Therapeutic Insight conference. Therapeutic Insight 2008 (“TI2008”) will take place on April 28 - 30, 2008, at The Westin New York at Times Square. The final agenda, list of speakers and registration information along with content and attendee statistics from prior Therapeutic Insight conferences is available on the conference website, www.therapeuticinsight.com.

Shannon Brownlee, Schwartz Senior Fellow at the New America Foundation, will present a keynote address at TI2008 entitled, “*Overtreated: Why Too Much Medicine Is Making Us Sicker and Poorer.*” Her book of the same title was named the best economics book of 2007 by the *New York Times*. Ms. Brownlee’s stories, essays, and opinion pieces about medicine and health care have appeared in such publications as *The Atlantic Monthly*, *The New York Times Magazine*, *The New Republic*, *Slate*, *Time*, *Discover*, *BusinessWeek*, *Washington Monthly*, *The Washington Post*, *the Los Angeles Times*, and *The Wilson Quarterly*. Ms. Brownlee’s TI2008 keynote presentation will explore cultural, economic, and political forces that result in the poor quality and high cost of US healthcare, including such issues as data transparency, comparative effectiveness, pharmacogenomics and conflicts of interest in pharmaceutical marketing. Her speaking fee will be donated to charity.

Therapeutic Insight 2008 includes senior industry executive and key opinion leader panels focused on oncology, cardiovascular disease, neuropsychiatric disorders, antimicrobials, therapeutic vaccines and Orphan Diseases. The 2+ day conference will include 2 networking events and additional networking opportunities throughout the event. The conference will begin on Tuesday morning, April 29, with a plenary presentation by Ed Saltzman, President of Defined Health, entitled: “*Surviving, Sustaining and Succeeding in the Pursuit of Innovation.*”

Therapeutic Insight 2008 is sponsored by Defined Health and Communitech Market Intelligence. To register, or for more information, please visit www.therapeuticinsight.com, or contact Communitech: (914) 245-7764, www.cmius.com, or Defined Health: (973) 292-5001, www.definedhealth.com.

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