



**Opening Remarks by  
Russell Perkins,  
Founder and Managing Director,  
InfoCommerce Group Inc.**

Good morning and welcome, everyone, to Health Content07. My name is Russell Perkins. I am founder and managing director of InfoCommerce Group, and along with GrandView Insight, we are the creators of today's conference.

Since the Health Content is a brand new conference, I think a brief summary of my interest and view of the health content market will provide some useful context for today's sessions.

The sister conference to Health Content, the InfoCommerce Conference, has long distinguished itself by bringing together specialized information publishers from dozens of different vertical markets to share ideas and insights. This exchange of ideas across vertical markets has proven to be very productive and successful, but despite this cross-market approach, I have always retained a particular affinity for one information vertical: healthcare information.

As some of you know, about nine years ago, I was running a small healthcare information company right here in Philadelphia. At the time, I used to tell prospective investors that “we were playing at the intersection of two huge and important markets: healthcare and information.”

It was a great line for getting attention and even getting checkbooks to open, but with the benefit of hindsight, I am not sure it was really true.

Nine years ago, the healthcare industry and the health information industry both certainly existed, but my revisionist thinking now is that they had not in fact intersected, but were rather on something more akin to parallel tracks. The two industries certainly dealt and interacted with each other, but with few exceptions, these were interactions of convenience, not necessity. Why was this?

I believe that nine years ago, only a small percentage of healthcare information providers were producing content that was sufficiently comprehensive, accurate and robust that the industry could really rely on it.

I also believe argue that payers and providers were drowning in data that was typically either inaccessible, unusable or just plain unmanageable. At that time, the pharmas were still relatively early into their massive shift to DTC advertising, and the power of the web as a distribution platform for consumer health information was only partially understood and far from realized. Just as importantly, quality health information readily accessible to consumer was still quite limited.

My, how things have changed! That slick line I cooked up for investors in 1998 now has a firm basis in reality. Healthcare and healthcare information have intersected, and in a very powerful way. What is happening now, inexorably I believe, is a fundamental shift in the operations and structure of the healthcare industry this is likely to result in:

- More responsibility on the consumer to manage, direct and even finance their healthcare
- A concomitant rise in pressure for more healthcare industry transparency, measurement and comparable evaluation of performance
- Increased impetus for the healthcare industry to embrace information-driven productivity tools, everything from e-prescribing to e-detailing to evidence-based medicine.

Put it all together, and it becomes very clear that the demand for what all of us in this room provide will increase, and quite possibly at a dizzying rate and to dizzying levels. Yes, we have finally intersected, and we're in the middle of what I see as an unimaginably big opportunity ... and you can trust me when I say this now since I am not longer out looking for funding!

Of course, this explosion in demand can only be tapped if we're offering the right products. By "right" products I don't only mean the correct positioning of the product in the market, but their underlying information accuracy, comprehensiveness, completeness, methodology and accessibility. And those topics are exactly what we are looking to address in our sessions today.

With that, I'd like to turn the podium over to Janice  
McCallum, President of GrandView Insight, and co-creator  
of this conference. Janice ...