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## **PDI Announces Exclusive Partnership with Qforma, Leading Provider of Advanced Analytics for Health Sciences Industry**

**PARSIPPANY, N.J., March 15, 2011** – PDI, Inc. (Nasdaq: PDII), a leading provider of integrated multichannel promotional outsource services to established and emerging health care companies, today announced the signing of an exclusivestrategicpartnership with Qforma,the leading provider of advanced analytics and predictive modeling technologies for the health sciences industry.

Through this agreement, PDI will gain access for its pharmaceutical and biotech customers to the most sophisticated modeling tools available in the industry. With this advanced technology, PDI will be able to navigate complex and disparate healthcare data with increased clarity in order to formulate coordinated responses with greater resource efficiency and effectiveness for its clients.

Nancy Lurker, Chief Executive Officer of PDI, Inc., said, “We are pleased to be partnering with industry expert Qforma to strengthen the promotional communications services we can offer to our clients. At PDI, we are driven to deliver optimal value to our customers by acquiring and adopting the most effective tools and vehicles for communicating with physicians and other health care providers.”

“Qforma has developed technologies and data reservoirs that deliver focused, actionable insights to sales, managed care and marketing teams in the health sciences industry,” said Kelly D. Myers, CEO of Qforma. “We look forward to working with PDI to provide strategic data visibility, quantified metrics and timely alerts to impending market change, so they can make the most effective use of their multichannel communications resources.”

Qforma’s analytics and technologies are expected to enhance PDI’s outsource promotional services units, including its on-the-ground dedicated and shared sales teams; Group DCA, a leader in e-detailing and digital communications; Pharmakon, offering interactive peer communications programs among healthcare practitioners; PDI VOICE, providing teledetailing; and PDI’s newest independent division, EngageCE, offering expert clinical educators to work with healthcare providers in managing chronic diseases in order to optimize patient care and outcomes.

**About Qforma**

Qforma is the leading provider of advanced analytics and predictive modeling for the health sciences industry. The company leverages the talents of health sciences executives, physicists, mathematicians and programmers, to deliver actionable insights from large disparate data. Qforma delivers powerful sales, marketing and managed care contracting solutions, including innovative physician social network technologies, to help its clients realize significant resource efficiencies.

Qforma is headquartered in Santa Fe, N.M., with offices in Princeton, N.J. More information is located at [www.Qforma.com](http://www.Qforma.com).

**About PDI, Inc.**

PDI, with its interactive digital agency Group DCA, is a leading provider of integrated multichannel promotional outsource services to established and emerging health care companies. The company is dedicated to enhancing engagement with health care practitioners and optimizing commercial investments for its clients by providing strategic flexibility, innovative multichannel promotional solutions, and sales and marketing expertise. For more information, please visit the company's website at <http://www.pdi-inc.com>.

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