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**FOR IMMEDIATE RELEASE**

**HEALTH EVOLUTION PARTNERS ANNOUNCES THE RELEASE OF THE HEALTH CARE LANDSCAPE REPORT**

SAN FRANCISCO, CALIFORNIA, May 10, 2010 – [David J. Brailer](#), MD, PhD, Chairman of [Health Evolution Partners](#), announced the firm's release of the 2010 Health Industry Landscape Report.

Health Evolution Partners Innovation Network (HEPIN)—the thought leadership and collaboration arm of Health Evolution Partners (HEP)—conducted a health sector landscape study. Through data collected from a series of interviews and a survey conducted in January and February 2010, this report maps attitudes among industry decision makers onto major industry trends. The results of this research were shared with the attendees of the [HEP Innovation 2010 Conference](#), May 5-7, in Laguna Niguel, CA.

During his opening remarks for the conference, Dr. Brailer cited the key trends that emerged from this study:

- Health reform will dominate executive attention for years
- Health reform will shift spending across health sectors
- Hospitals and payors will become increasingly misaligned
- Hospitals face material margin erosion
- Hospitals will face new intrusions into geographic markets
- Regulatory hurdles and eroding reimbursement threaten life sciences
- Early adopters are experiencing concept fatigue
- Managed care will focus on treating severely ill and on wellness
- Wellness and IT will converge
- Large providers are focusing on health IT effectiveness, not adoption

For the full report, please visit our website: [www.healthevolutionpartners.com/research](http://www.healthevolutionpartners.com/research).

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**About Health Evolution Partners**

[Health Evolution Partners](#) invests in rapidly growing companies that are commercial leaders in the health care industry. We invest in all key sectors of the health economy: hospitals, physicians, managed care, pharmaceutical developers, device makers and consumer products and services. Health Evolution Partners is guided by a team of exceptional health care investors and operators. We connect our companies to an unparalleled network of health care innovators, policymakers and thought leaders. We bring both financial resources and mindshare to our companies. Health Evolution Partners forms close working partnerships with outstanding management teams who are building important and valuable enterprises. We align our success with our companies as they grow and prosper. For more information on Health Evolution Partners, visit [www.healthevolutionpartners.com](http://www.healthevolutionpartners.com).

**About Health Evolution Partners Innovation Network**

Health Evolution Partners Innovation Network (HEPIN) coordinates the capture, synthesis and exchange of industry expertise and market intelligence among HEP stakeholders including HEP Advisors, Purchaser Value Initiative (PVI), 21st Century Medicine (21CM), HEP investment teams, HEP Growth Fund, HEP Spectrum Fund, HEP portfolio companies and the health care policy community. As a research-driven investment culture, HEP recognizes the importance of thought leadership in enhancing the effectiveness of our investment process and the quality of our collaboration with key investment partners.

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