

Subject: OptumInsight Grows Health Outcomes Research Capabilities

MEDIA ALERT

Jakob B. Bjorner, MD, PhD has joined OptumInsight as chief science officer at QualityMetric Incorporated, the company's patient insights group.

In this role, Dr. Bjorner will drive the further development of OptumInsight's patented DYNHA® computer-adaptive system for health assessments, and focus on the development of new product offerings for life sciences businesses.

"Dr. Bjorner brings significant expertise at integrating health outcomes into the product development cycle, and enabling life sciences innovators to demonstrate the ability of new therapies to improve health outcomes and deliver strong economic value," said Lee Valenta, president of life sciences solutions, OptumInsight.

Dr. Bjorner has more than 20 years of experience in health outcomes-related research and consulting at research institutions and hospitals. He has also been a part-time contributor to QualityMetric's scientific team for more than 15 years.

Dr. Bjorner is a member of the International Society for Quality of Life Research, Danish Medical Association, Danish Psychiatric Association, Danish Society for Behavioral Medicine and Danish Society for Epidemiology. His work has been widely published in peer-reviewed journals and books. He is a graduate of the University of Copenhagen, where he received a gold medal for his research on AIDS.

For more information about OptumInsight's Life Sciences capabilities, please contact Cynthia Osborn at 206-232-2942.

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