



## News Release

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### **PearlDiver Offers Most Popular U.S. Orthopedic Market Reports** *\$950 Reports Provide Valuable, Cost-Effective Market Intelligence*

**FORT WAYNE, Ind. (October 7, 2009)** – Medical market research analytics company PearlDiver Technologies, Inc., has developed a new series of reports in the most popular areas of the U.S. orthopedic market. The reports are organized around the procedure codes for the 30 highest volume orthopedic procedures performed in the U.S. as shown in the PearlDiver Patient Records Database.

With more than 230 million deidentified and fully HIPAA-compliant patient records in its database, PearlDiver has the largest, most granular market studies available for U.S. markets. Each report contains national procedure volumes, associated diagnoses, associated procedures, demographics, regional data, charging data, Medicare reimbursement data, and site of care data (if applicable). The reports are priced at \$950 each, with volume discounts available.

“Based on initial response, the reports clearly offer the right information at the right price,” said PearlDiver CEO Robin Young. “PearlDiver’s reputation for quick and cost-effective provision of actionable information is well known. These new reports are simply the latest example of that ability, and they fit nicely with our growing list of product offerings,” added Young.

***About PearlDiver Technologies ([www.pearldiverinc.com](http://www.pearldiverinc.com))***

Established in late 2006, PearlDiver has built what is believed to be the largest, fully HIPAA-compliant, publicly available and searchable database of patient records in the country. At present, the PearlDiver database contains over 230 million deidentified patient records for an estimated 20 million patients from 2004 through 2008. PearlDiver plans call for the database to top 500 million patient records across approximately 40 million unique patients by the end of 2009. PearlDiver is creating a seamless, timely electronic flow of information about charges, costs, medical products, adverse events, complications, comorbidities and the interaction of these factors on patient outcomes.

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