

January 9, 2014

Des Moines Business Record
100 Fourth Street
Des Moines, IA 50309

RE: BRAND NEWLAND FORTY UNDER 40 NOMINATION

To whom it may concern:

It is my privilege to nominate **Dr. Brand Newland**, PharmD, MBA, for the 2014 Forty Under 40 recognition. As a previous recipient of the Forty Under 40 distinction, I can state with complete confidence that Brand is a highly qualified candidate.

Brand came to work for OutcomesMTM in 2003. Since then he has advanced quickly within our organization and played a pivotal role in the company's growth from the start-up phase to becoming the national leader in Medication Therapy Management services. Today, our clients include major health insurance companies such as UnitedHealthcare, Blue Cross Blue Shield and Humana, providing vital linkages to pharmacy organizations including Walgreens, Hy-Vee, WalMart and CVS. Our services improve the health-related quality of life for millions of Americans, and Brand deserves a tremendous amount of credit for the successes our company has achieved.

Dr. Newland earned his PharmD degree from the University of Iowa in 2005 and his MBA from the University of Chicago Booth School of Business in 2010.

In addition to his professional achievements, Brand is highly regarded for his volunteer work on behalf of Phi Kappa Psi, serves on the Board of the Polk County I-Club and is involved with Variety – The Children's Charity of Iowa as a volunteer and a donor.

In conclusion, Brand is a remarkable candidate for the Forty Under 40 award and I offer my highest recommendation on his behalf.

Thank you for your consideration and for the opportunity to submit these remarks.

Best regards,



Tom Halterman, Chief Executive Officer
Outcomes Incorporated

