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January 9, 2014

Dear Business Publications 2014 Forty Under 40 Review Committee;

It is with great honor that I nominate Brand Newland, Pharm. D., MBA, for our 2014 Forty Under 40 panel. I've had the privilege of getting to know Brand over the past year, and was immediately impressed by his demeanor, professionalism, and enthusiasm for Greater Des Moines.

Brand is a graduate of the University of Iowa Pharmacy School and the Booth School of Business (Chicago), and has since dedicated his career to OutcomesMTM where he serves currently as the Vice President of Business Development. Within OutcomesMTM, he has been involved with the successful implementation of Medication Therapy Management (MTM) programs and has led efforts that resulted in 7x expansion of the company's national Personal Pharmacist™ network. Brand's leadership and team engagement helped to develop and launch the Targeted Intervention Program, the data-driven, local pharmacist delivered, "push" component of the OutcomesMTM offering. He has also led efforts to become fully compliant with the American Pharmacists Association/National Association of Chain Drug Stores Foundation Core Elements of an MTM Service guidance, as well as offered a key role in the completion of "Outcomes 8.0", the development and launch of a next-generation MTM documentation platform and pharmacist training program.

Brand knew that as his leadership within OutcomesMTM progressed, he longed to be closer to their corporate headquarters, thus his move from Chicago to Des Moines in January of 2013.

This move is what led to our meeting, and when I learned of Brand's wishes to become involved in the Des Moines business, philanthropic and economic development sectors.

In addition to Brand's professional achievements and designations, he is highly regarded among his fraternity; Phi Kappa Psi, and is involved in the Polk County I-Club. Brand has also recently been involved with Variety – The Children's Charity of Iowa as a donor and volunteer.

I have the unique opportunity to see Brand's talents and skills daily, and know that he's only just begun to engage himself in the Des Moines community.

In summary; Brand is a remarkable candidate for our 2014 Forty Under 40 Class. As a past recipient through the Des Moines Business Record and a passionate advocate of our Greater Des Moines community, I would be proud to count Brand among us.

Thank you for your consideration and for taking the time to honor and celebrate each Forty Under 40 recipient.

With Highest Regard,

A handwritten signature in black ink that reads "Susan R. Hatten". The signature is written in a cursive style with a large, looping "S" and a trailing flourish.

Susan R. Hatten

Senior Business Development Executive :: **Sigler**

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