



## **Armada Health Care Changes Company Name to Asembia**

Rebrand to Focus on Enhanced Collaboration with Member Pharmacies, Manufacturers, Payers and other Industry Stakeholders to Develop Complete Solutions for Specialty Pharmaceuticals.

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**FLORHAM PARK, NJ, APRIL 7, 2016**

**Armada Health Care, the nation's leading specialty pharmaceutical channel management organization, announced today the launch of a new brand identity that includes a company name change. Armada Health Care's new name will become Asembia.**

Under the new Asembia name, the company will continue to expand on its specialty pharmaceutical service offerings which include collaboratively developed solutions that are specific to pharmacies, pharma/biotech manufacturers and payers.

"The specialty pharmacy market continues to grow at an incredible rate and our organization has expanded our services to fulfill the needs of our customers who are focused on this market. We are a very different company from when we first started more than a decade ago. In this regard, we are excited to announce our new corporate identity which we feel better reflects our broad array of capabilities and service offerings, each of which are developed collaboratively with our member pharmacy and manufacturer partners," stated Lawrence Irene, RPh, chief executive officer.

"Under the new Asembia name, we will continue to expand on our company's tradition of providing our partners with valuable solutions ranging from high-touch patient support hub services, innovative technology platforms and collaborative contracting strategies for specialty pharmaceutical products," Irene continued.

For consistency, all products or services that previously contained Armada in the name will also undergo the change, specifically the ArmadaOne Specialty Pharmacy technology platform will now be called AsembiaOne and the company's annual specialty pharmacy conference will transition to, the Asembia Specialty Pharmacy Summit.

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### **ABOUT ASEMBIA (FORMERLY ARMADA HEALTH CARE)**

For more than a decade, Asembia has been working with member pharmacies, manufacturers, prescribers, payers and other industry stakeholders to develop solutions for the high-touch specialty pharmaceutical service model. Through collaborative programs, contracting initiatives, patient support hub services and innovative technology platforms, Asembia is committed to positively impacting the patient journey.

For more information, please contact us at **973-564-8004** or visit the new website at **[www.asembia.com](http://www.asembia.com)**.

