

FOR IMMEDIATE RELEASE

Analysis Group Hosts Panel at 2010 BIO International Convention

Panel to Discuss New Imperatives for Evidence to Support Successful Licensing, Reimbursement, and Commercial Strategy

Chicago, May 6, 2010 — **Analysis Group** will bring together leaders in the biopharmaceutical field to discuss and debate licensing, reimbursement, and commercial strategies for the increasingly competitive global biopharmaceutical market at the 2010 BIO International Convention held May 3-6, 2010 in Chicago, Ill. The firm's participation at this Convention highlights its depth and breadth of experience in strategic issues of critical importance to diverse stakeholders across the biopharmaceutical industry.

The panel, moderated by Dr. **Anita Chawla**, a Vice President with Analysis Group, will include Mary Szela, Senior Vice President of Global Strategic Marketing and Services at Abbott Laboratories; Lee Blansett, Senior Vice President of Oncology Market Access at KantarHealth; Dr. Lou Garrison, Professor of Pharmaceutical Outcomes Research and Policy at the University of Washington; and Ted Schroeder, President and CEO of Cadence Pharmaceuticals, Inc. The panelists bring a diverse and compelling mix of experience and understanding about increasingly important issues related to evidence development and reimbursement.

As the U.S. reimbursement environment rapidly evolves, potentially coming to resemble that of other geographies, an understanding of global perspectives is critical to developing a successful clinical and economic value proposition. With reference to this global context, the panelists – representing perspectives including policy/reimbursement, large company, small company, and evidence development throughout the product cycle – will address the need for pre-commercial biotechnology companies to offer compelling, evidence-based value propositions to key stakeholders, including potential licensors or acquirers.

"This outstanding panel brings together a unique set of perspectives," noted Analysis Group's Dr. Chawla. "Although their individual approaches may differ, given the context in which they confront these issues, our panelists will share many pragmatic perspectives on how all players in the industry can move forward and meet the challenges of the new imperatives for evidence."

The panel's presentation will be available on the [BIO conference website](#), and panelists are available to discuss the topic with members of the media. To arrange interviews or for more information, please contact Eileen Harrington at (617) 584-0993 or eharrington@analysisgroup.com. (MORE)

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Analysis Group (www.analysisgroup.com) provides economic, financial, and business strategy consulting to many of the top Fortune 500 companies and the nation's largest medical device, pharmaceutical, and biotechnology manufacturers, with offices in Boston, Chicago, Dallas, Denver, Los Angeles, Menlo Park, New York, San Francisco, Washington, and Montreal. Our interdisciplinary staff consists of over 475 professionals with advanced degrees in economics, statistics, epidemiology, finance, accounting, and business administration.

BIO represents more than 1,200 biotechnology companies, academic institutions, state biotechnology centers and related organizations across the United States and in more than 30 other nations. BIO members are involved in the research and development of innovative healthcare, agricultural, industrial and environmental biotechnology products. BIO also produces the BIO International Convention, the world's largest gathering of the biotechnology industry, along with industry-leading investor and partnering meetings held around the world.

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