

**FOR IMMEDIATE RELEASE**

## Analysis Group to Present Research on Comparative Effectiveness, Personalized Medicine

### Range of Major New Research on Health Care Topics at International Society for Pharmacoeconomics & Outcomes Research Annual Meeting

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**Boston, May 12, 2009** — Analysis Group's Health Care practice will present four podium presentations, 24 posters, and a workshop on comparative effectiveness at the International Society for Pharmacoeconomics and Outcomes Research (ISPOR) 14th Annual International Meeting in Orlando, FL, on May 16-20, 2009.

Analysis Group will address topics including physical and mental illnesses such as lung cancer, rheumatoid arthritis, pulmonary disease, low back pain, major depressive disorder, and Alzheimer's disease, and such issues as comparative effectiveness, personalized medicine, generic switching and substitution, drug utilization, and dosing patterns.

Presentation and poster topics of particular note:

- Principal [Howard Birnbaum](#), Ph.D., will present new research on measuring the societal cost of rheumatoid arthritis in the United States. (**May 21, Podium Session IV, MS4**)
- Vice President [Eric Wu](#), Ph.D., will lead a workshop on comparative effectiveness without head-to-head trials, using primary and published clinical trial data. (**May 19, Podium Session II, W8**)
- Poster on personalized medicine: trends in clinical studies based on National Registry Data (**May 20, Poster Session III, PIH4**)

Visit [www.analysisgroup.com/ispor](http://www.analysisgroup.com/ispor) for the full schedule of Analysis Group research being presented at the 2009 ISPOR annual meeting.

#### About Analysis Group

[Analysis Group, Inc.](#) provides economic, financial, and business strategy consulting to leading law firms, corporations, and government agencies. The firm has more than 475 professionals, with offices in Boston, Chicago, Dallas, Denver, Los Angeles, Menlo Park, New York, San Francisco, Washington, and Montreal.

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