

CATHERINE E. ALFORD, PH.D.

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Dr. Alford specializes in the application of microeconomics, econometrics, and statistical methods to complex litigation matters in the areas of health care, antitrust and competition, agriculture, and labor and employment. She has experience managing case teams and supporting experts through all phases of litigation, including fact and expert discovery, class certification, and liability and damages. Dr. Alford also has extensive experience in developing flexible damages models for real-time use in high-stakes negotiations. In health care matters, she has supported testifying experts and counsel on issues related to alleged kickbacks, off-label marketing, delayed generic entry, and the misappropriation of trade secrets. In antitrust and competition matters, Dr. Alford has evaluated market definition, market power, and competitive dynamics, and analyzed class certification, liability, and damages issues in cases involving allegations of price-fixing and monopolization. Dr. Alford has also conducted economic research across a variety of areas, including labor and employment, health care, and the effects of marijuana legalization.

EDUCATION

2015 Ph.D., economics, University of Virginia
2010 M.A., economics, University of Virginia
2008 B.S., mathematics (*cum laude*, *Phi Beta Kappa*), University of Florida
2008 B.A., economics (*cum laude*), University of Florida

PROFESSIONAL EXPERIENCE

2015–Present Analysis Group, Inc.
 Vice President (2021–Present)
 Manager (2018–2020)
 Associate (2015–2018)

2008–2013 University of Virginia
 Lecturer
 Teaching Assistant
 Research Assistant

SELECTED CONSULTING EXPERIENCE

- **Off-label and kickback litigation in the health care industry (multiple)**
Supported experts in the assessment of class certification and liability issues, and in the analysis of damages, in cases concerning classes of third-party payers and consumers alleging harm resulting from inappropriate marketing of certain pharmaceutical products.
- **Antitrust litigation in the health care industry (multiple)**
Supported experts in the assessment of market definition, class certification, and liability issues, and in the analysis of damages associated with alleged delayed generic entry of certain pharmaceutical products.
- **Trade secrets litigation in the health care industry**
Supported expert in the quantification of damages in a matter involving allegations of the misappropriation of trade secrets in the biotechnology industry.
- **Government investigation concerning medical device marketing practices**
Provided consulting support to counsel in a government investigation concerning marketing practices for a medical device. Evaluated conduct, quantified relevant sales, and assessed whether and to what extent a causal connection existed between allegations in the case and sales at issue using economic and statistical approaches.
- **Contract dispute in the health care industry**
Provided consulting support to counsel in a contract dispute in the health care industry involving imputation methods used to analyze clinical trial data.
- **Commercial dispute in the agriculture industry**
Supported expert in the assessment of class certification and liability issues, and in the analysis of damages associated with genetically modified corn found in US corn exports to China.
- **No-poaching class action**
Supported expert in the assessment of liability issues in a class action involving allegations of no-poaching agreements between employers in the media industry.
- **Antitrust litigation in the manufacturing industry**
Supported expert in the assessment of liability issues in response to allegations of monopolistic practices in a vertically integrated manufacturing industry.

ARTICLES AND PUBLICATIONS

“Proactive Pay Equity Studies Can Shield Mass Employers,” with Jee-Yeon Lehman, Charlotte Mann, Liz Neyens, and Shannon Seitz, *Law360* (April 25, 2018)

“Mass. Marijuana Laws Could Have Far-Reaching Impact,” with Crystal Pike and Paul Greenberg, *Law360* (September 25, 2017)

INVITED PRESENTATIONS

Abt Associates

Bureau of Labor Statistics

Congressional Budget Office

Southern Economic Association Conference

Sweet Briar College

University of Toronto

University of Virginia

US Congressional Joint Committee on Taxation

US Department of the Treasury