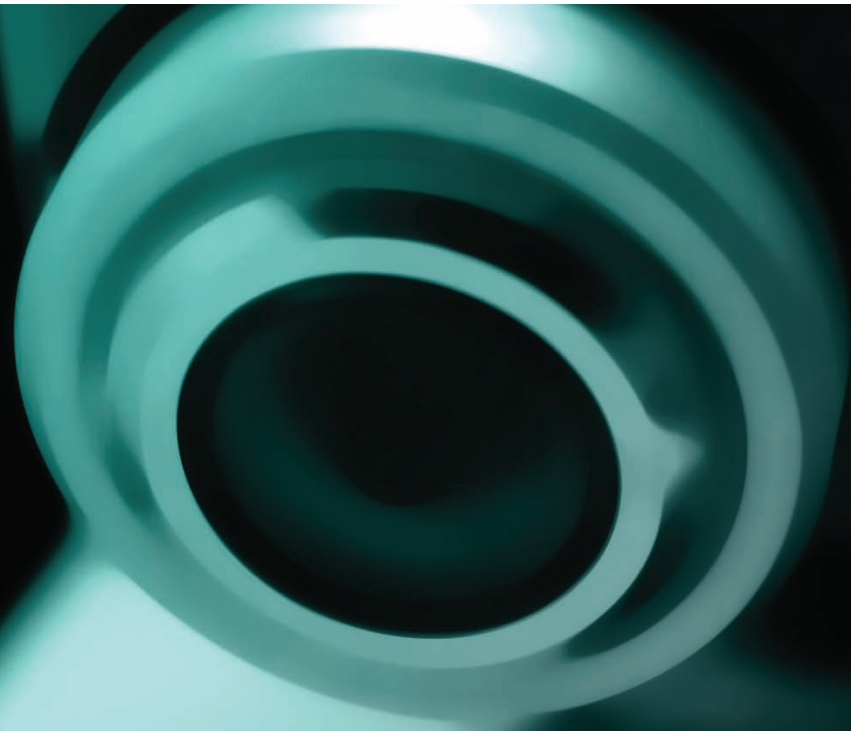




are pleased to announce



ADELPHI FOCUS

PRICING REIMBURSEMENT FOR ACCESS

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Led by Konrad Wallerstein (Pharma Focus LLC) and Lloyd Morgan of Adelphi, the Adelphi Focus team brings broad experience of successfully addressing issues of price and reimbursement relating to all aspects of access throughout a product's life.

We offer our clients strategic vision, practical tactics and help with the implementation of our recommendations on accessing healthcare markets.

We bring experience of working with a wide range of clients, on a variety of products in numerous therapy areas and across different geographies, with knowledge of the healthcare systems in the world's main markets through our 23-country expert network:

- **clients**, from research-driven start-up companies to large biotechnology and pharmaceutical companies
- **products**, from innovative first in class to re-formulations of products that have lost their exclusivity
- **therapy areas**, from oncology to pain and inflammation, HIV to neurology and metabolic through cardiovascular, as well as vaccines
- **technologies**, from oral or parenteral formulations to patches, from depots to photodynamic therapies
- **geographies**, single country (e.g. USA, France or Japan) to regional (e.g. Europe) to global, including second-tier markets such as China, Korea and Thailand

A division of Adelphi Research by Design LLC and Pharma Focus

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ADELPHI FOCUS is able to call upon the extensive resources of the other companies in the Adelphi Group and wider network companies.

Specialising in the healthcare sector, Adelphi offers services in strategic marketing, marketing and business intelligence, epidemiology and pharmaco-epidemiology research, health and economic outcomes research, market access and message-driven communications and education.

Adelphi sets new standards in providing global and local multiperspective healthcare and pharmaceutical business solutions to optimise healthcare interventions and brands throughout their lifecycle.

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Pharma Focus pricing and reimbursement network in 23 countries



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