



# CRA Insights: Life Sciences

**CRA** Charles River  
Associates

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Charles River Associates publishes *CRA Insights*, a newsletter highlighting recent thinking and announcements from members of our Life Sciences Practice.

## A comparative analysis of the role and impact of health technology assessment

The use of health technology assessment (HTA) continues to develop in terms of where it is applied and the influence it has on the use of innovative medicines. CRA recently updated its 2011 review of HTA policies, and widened the assessment to cover 16 countries including emerging markets that have recently implemented HTA. A summary of key findings, with a link to the full report, can be found [here](#).

## The economics of co-pay coupons

Critics of co-pay coupons allege these payments allow branded manufacturers to circumvent incentives to encourage the use of lower-cost alternatives. With increased use of these coupons, as well as several high-profile cases in the courts, it is timely to explore the economic effects of co-pay coupons and consider a framework for assessing their impact. Click [here](#) to read more.

## Economic value myths

For obvious reasons, pharmaceutical development tends to focus on clinical and regulatory success. The economic value proposition of new pharmaceuticals, however, is increasingly of significant importance for commercial success. In this article, we discuss the need to build an economic value strategy that addresses the sometimes disparate perspectives of key stakeholders. Click [here](#) to read more.

## CRA expands global life sciences expertise

[Ann Baker](#) and [Andrew Butcher](#) have joined the Life Sciences Practice as vice presidents. They are co-founders of life sciences consulting firm Atkinson Cowan, which has become part of CRA, and work with many leading pharmaceutical companies to advise on strategy and to support effective implementation of bringing new drugs to market. Ms. Baker has more than 25 years of experience

working on strategy and business consulting engagements with companies in the pharmaceuticals, biotech, and medical devices sectors. She specializes in working with the R&D functions of life sciences companies. Mr. Butcher specializes in communications and reputation management. He advises leadership and brand teams on maximizing the impact of stakeholder relations and communications to drive business strategy and internal change. He consults with life sciences firms on communications strategy, corporate reputation, and market access.

The arrivals of Ms. Baker and Mr. Butcher in London, in addition to arrivals earlier in 2014 of vice presidents [Dr. Michael Mueller](#) and [Dr. Urs Wiedemann](#) in Munich, support a strategy of growing CRA's global Life Sciences Practice, including strategy and litigation consulting in Europe. Click [here](#) to read the press release.

## Biosimilars: economics and intellectual property

In this article, which appeared in *IP Pro Life Sciences*, authors [Peter Rankin](#) and [Andrew Tepperman](#) discuss new challenges and opportunities innovators face relating to their IP rights with the onset of biosimilars. Click [here](#) to read the full article.

### About CRA and the Life Sciences Practice

CRA is a leading global consulting firm that offers strategy, financial, and economic consulting services to industry, government, and financial clients. Maximizing product value and corporate performance, CRA consultants combine knowledge and experience with state-of-the-art analytical tools and methodologies tailored to client-specific needs. Founded in 1965, CRA has offices throughout the world.

The Life Sciences Practice works with leading biotech, medical device, and pharmaceutical companies; law firms; regulatory agencies; and national and international industry associations. We provide the analytical expertise and industry experience needed to address the industry's toughest issues. We have a reputation for rigorous and innovative analysis, careful attention to detail, and the ability to work effectively as part of a wider team of advisers. To learn more, visit [www.crai.com/lifesciences](http://www.crai.com/lifesciences).

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