



CRA Insights: Life Sciences

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

Aligning internal teams to secure buy-in from external stakeholders: a critical part of launch strategy

New pharmaceutical products face many potential hurdles to commercial success including regulatory approval, national and regional market access, and physician and patient acceptance and uptake, to name a few. Each stage of the development cycle involves an ever-widening group of stakeholders. Securing the buy-in of these influential external stakeholders requires pharmaceutical companies to look inward and encourage cross-functional collaboration and the ability to engage early, and often, along the path to launch and beyond. To read more, click [here](#).

Restricted access essentials for pharma

In an article which appeared in the September issue of *Pharmaceutical Executive*, [Lev Gerlovin](#) addresses questions that drug makers must answer to cope with the increasingly restricted US payer access landscape. To read the article, click [here](#).

Senior hires join CRA in the US and Europe

[Andrew Parece](#) has rejoined the Life Sciences Practice as a vice president based in Boston. He specializes in competitive strategy, pricing, quantitative analysis, modeling, and market research, primarily in the pharmaceutical, biotech, and life sciences industries. Mr. Parece has more than 30 years of consulting experience. His work in pharmaceuticals has focused on brand/franchise strategy, pricing, contracting, and market access. He previously worked at Charles River Associates from 1996 to 2002.

In addition to Mr. Parece, Principals [John Cole](#) and [Alex Silver](#) recently joined our Life Sciences Practice in London and Boston, respectively. Mr. Cole has more than 17 years of experience advising large and mid-tier pharmaceutical and biotech companies and academic institutions in such

areas as strategy development and implementation. His areas of expertise focus on R&D, in particular R&D strategy, performance improvement, operating model design, and innovation management.

Mr. Silver specializes in researching target sectors, creating financial and operational analyses, developing business cases, and preparing business plans and model operations for life sciences companies. Most recently, he worked in China advising global pharmaceutical and healthcare firms. His consulting experience includes brand strategy, commercial and retail sales force management, consumer and trade marketing, and growth and investment strategies.

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.

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