



CRA Insights: Life Sciences

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Associates

Welcome to 2010's *CRA Insights: Life Sciences*. This is the first issue of our quarterly newsletter where CRA will analyze business trends in the marketplace and offer insights into subjects that affect the life sciences industry. Each issue will provide readers with global perspectives from three different areas: business, litigation, and policy based on CRA's consulting work in the sector. The articles will be short and to the point; we hope you will find the material insightful. Please let us know if there are any particular topics that you would like to see featured in future editions or if you have any reactions to the insights. Your feedback will be most appreciated.

Dr. Gregory K. Bell,
Vice President and Global Practice Leader, Life Sciences

Improving access through effective payer marketing

More than 80 percent of prescription drugs are paid for by commercial or government payers. However, due to rising pharmaceutical costs, payers are increasingly focused on cost reduction strategies that can result in reduced access and lower profitability for pharmaceutical manufacturers. To secure and sustain favorable access for their products, pharmaceutical manufacturers need to execute payer marketing initiatives that speak directly to payers' business objectives: quality care at reduced costs. In "Improving access through effective payer marketing," CRA outlines some of the key elements of a successful payer marketing approach. To read the article, click [here](#).

Economic analysis of class certification issues

Economic considerations have become more common in the adjudication of class certification issues. In fact, following the United States Court of Appeals for the Third Circuit's opinion in *In re Hydrogen Peroxide Litigation* (MDL 1682), meaningful economic analysis would appear to be standard. CRA has successfully introduced substantive economic analysis during class certification, often involving challenges to the commonality requirement of Rule 23 for classes of direct or indirect purchasers. In "Economic analysis of class certification issues," we use three types of analysis from CRA engagements to provide examples. To read this article, click [here](#).

Lessons from the Sector Inquiry

The pharmaceutical industry's policy environment is changing rapidly, and appropriate policy conclusions can only be drawn after developing an understanding of the market's structure, the system of regulation, and the impact that regulations have on how pharmaceutical products are prescribed and purchased. On behalf of the innovative pharmaceutical industry, and as part of the Sector Inquiry conducted in Europe,

CRA examined off-patent product competition in different European national markets and the impact of related policy changes over the last ten years. In “Lessons from the Sector Inquiry,” CRA reviews this effort and explains why the lessons of policy analysis are equally important for litigation and strategic considerations. To read this article, click [here](#).

About CRA and the Life Sciences Practice

CRA is a leading global consulting firm that offers business, 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 now has offices throughout the world, including European offices in London, Brussels, and Frankfurt; United States offices in Boston, Chicago, New York, Oakland, and Washington DC; and other international offices in Toronto, Bahrain, and Hong Kong.

The Life Sciences Practice works with leading biotech, medical device, and pharmaceutical companies; law firms; regulatory agencies; and national and international industry associations around the world. We provide the analytical expertise and industry experience needed to address the industry’s toughest issues. Throughout our history, we have developed 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.

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