



## HERQuLES Health Economic Research and Quality of Life Evaluation Services

### Abt Associates Inc.

With more than 40 years of experience, Abt Associates is a worldwide health care research, consulting and technical assistance organization with over 1,100 staff. We are known for our diverse portfolio of work that includes assisting developing countries in creating sustainable health care delivery and financing systems, designing and implementing national and global registries of disease and health care, and designing and implementing research programs evaluating the value of new medicines.

Dedicated to providing research services to the pharmaceutical, biotechnology, medical device, and diagnostics industries, our capabilities include business strategy, health economics, outcomes research, registry and prospective study design and management, health policy research, pricing and reimbursement support, data management, biostatistics, and epidemiology.

### HERQuLES

HERQuLES is a leader in collecting and analyzing data on the use of health care products and services and on their clinical, economic, quality of life, and satisfaction outcomes. Our approach – widely respected for its credibility – has helped a broad array of organizations to demonstrate the value of their products in a very competitive global marketplace.

#### Strategic Planning, Pricing & Communication Support

- Outcomes research and economic strategy design
- Pricing and reimbursement strategy and support
- Market research with payers, physicians and patients
- Market sizing and segmentation
- Product dossiers and support packages
- Systematic literature reviews
- Publications and presentations

#### Patient Registries & Prospective Studies

- Clinical and outcomes registries and observational studies
- Piggyback economic and outcomes trials
- Quantitative surveys of patients, health care providers and payers
- Studies of access to care and barriers to care

#### Retrospective Analysis & Economic Modeling

- Economic models
- Cost effectiveness and cost-utility analysis
- Cost of illness evaluation
- Medicare and managed care claims data analysis
- Medical record abstraction
- Compliance studies

#### Health-related Quality of Life and Patient-Reported Outcomes Evaluation

- Instrument development
- Instrument validation
- Instrument selection for prospective studies
- Analysis of HRQL and PRO measures

Senior members of our team and their specialties:

**Jamie Banks**, Ph.D.

HRQL and PRO Evaluation, Prospective Studies

**Sam Bozeman**, Ph.D.

Prospective Studies, Analysis

**Steven Fosburg**, A.M.

Prospective Studies, Statistics

**Michael Ganz**, Ph.D.

Economic Modeling, Epidemiology, Pediatric Populations

**Cindy Gao**, Ph.D.

Economic Modeling, HRQL and PRO Evaluation

**Kay Larholt**, Sc.D.

Biostatistics, Epidemiology

**Won Chan Lee**, Ph.D.

Economic Modeling,  
Retrospective Studies

**Maria Madison**, Sc.D.

Prospective Studies

**Neal Mantick**, M.S.

Prospective Studies

**Chris L. Pashos**, Ph.D.

Strategy, Retrospective and Prospective Studies

**Prabashni Reddy**, Pharm.D., R.Ph.

Clinical, Prospective Studies,  
Patient-Reported Outcomes Evaluations

**Mason Russell**, M.A.

Prospective Studies, Strategic Reimbursement, Pricing

**Qin Wang**, M.A.

Statistics, Data Analysis

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