

PRESS RELEASE

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For Immediate Release

Boston Healthcare Expands Health Economics, Pricing, and Reimbursement Consulting Practice in Asia

BOSTON, MA and HONG KONG (November 27, 2012) – Boston Healthcare announced today that it is expanding its health economics, pricing, and reimbursement consulting services with the formation of a strategic advisory practice in Asia. This enhanced presence in the Asia Pacific region enables Boston Healthcare to continue to effectively meet the reimbursement and market access needs of pharmaceutical, medical device, and diagnostics companies worldwide.

The Asia practice will be headed by Betty Su, who will become Managing Director for Boston Healthcare Associates International Hong Kong Limited, leading a team of consultants supporting clients in Hong Kong, China, and other Asia-Pacific markets, and complementing Boston Healthcare's global reimbursement and market access advisory services.

Ms. Su specializes in market access and regulatory strategy in China, advising drug, device, and diagnostics companies on commercialization and business development opportunities. She advises biopharmaceutical, medical device, imaging and diagnostics companies in the areas of pricing and reimbursement, sales and marketing, market development, and growth strategy. Prior to her consulting role, Ms. Su held several positions at AstraZeneca in China in marketing, government affairs, and corporate communications.

“With our expanded presence in Asia, and the addition of Betty Su to our leadership team, Boston Healthcare continues to grow and enhance our strategic advisory to innovative companies around the globe,” said Joseph V. Ferrara, President of Boston Healthcare. “Hong Kong and China are rapidly growing pharmaceutical and medical device markets, as well as emerging leaders in health care technology innovation. The expansion of our practice in Asia provides our clients with strong support in reimbursement and market access in this vital region.”

About Boston Healthcare:

Boston Healthcare helps biopharmaceutical, medical device, and diagnostics companies unlock the value of innovation in the global health care marketplace. Boston Healthcare provides reimbursement and market access strategy services, health economics and outcomes research, market analytics and pricing strategy, and business development support to health care clients worldwide.

With offices in Boston, Washington, D.C., Berlin, and Hong Kong, our unique approach, combining strategic consulting with a deep understanding of the evidence-driven value environment, gives clients a real-world edge in assessing and capturing global market and business development opportunities.

For more information please visit, www.bostonhealthcare.com.