



CRA Announcement Life Sciences

CRA Charles River
Associates
CELEBRATING 50 YEARS

May 2016

CRA consultants [Ann Baker](#), [Matthew Majewski](#), and [Andrew Parece](#) provide insight on various life sciences innovation topics including breaking barriers and creating value. Their comments appear in the April 2016 Celebrating Innovation special issue of *PharmaVOICE*.

Celebrating innovation

[Ann Baker](#) explains that a successful innovative culture emanates from the top and that organizational leaders must believe in its importance, enshrine it in corporate goals, and live it in their actions. To read her comments, click [here](#).

Breaking barriers to innovation

[Ann Baker](#) describes the type of corporate culture that can be toxic for innovation and impede success. To read more, click [here](#).

Pushing boundaries

[Matthew Majewski](#) comments on the renewed focus on value-based care by payer stakeholders and how it invigorates prescribers to locate and operationalize innovative care models. To read more, click [here](#).

Creating value through innovation

[Andrew Parece](#) explains how innovation can deliver value in a myriad of ways, including increased process efficiency, product quality, and productivity as well as improving patient outcomes and quality of life. To read more, click [here](#).

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.

Contact

Gregory K. Bell

Group Vice President and Global Practice Leader

Boston

+1-617-425-3357

gbell@crai.com



The foregoing has been prepared for the general information of clients and friends of the firm. It is not meant to provide any advice, including consulting, financial, or legal with respect to any specific matter and should not be acted upon without professional advice. If you have questions or require further information regarding these or related matters, please contact your regular Charles River Associates contact. This material may be considered advertising. Detailed information about Charles River Associates, a registered trade name of CRA International, Inc., is available at www.crai.com.

If you do not wish to receive future updates, e-mail alerts, or invitations to seminars, click [here](#) to unsubscribe.

Copyright 2016 Charles River Associates