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ASIA EDITION

Boston Healthcare expands in Asia

November 27, 2012 | News | By BioSpectrum Bureau

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Singapore: Boston Healthcare 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 Ms Betty Su, who will become MD 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 Ms Betty Su to our leadership team, Boston Healthcare continues to grow and enhance strategic advisory to innovative companies around the globe," said Mr Joseph V Ferrara, president, Boston Healthcare. "Hong Kong and China are rapidly growing pharmaceutical and medical device markets, as well as emerging leaders in healthcare technology innovation. The expansion of our practice in Asia provides our clients with strong support in reimbursement and market access in this vital region."