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## PRESS RELEASE

### **Cambridge Healthcare & Biotech add pricing and market access experts, RJW & Partners to list of alliance partners.**

CAMBRIDGE, UK, 31<sup>st</sup> March, 2009 - Cambridge Healthcare & Biotech Ltd (CH&B) have announced a new alliance with RJW & Partners (RJW), consultants in pricing and market access.

Martyn Postle, Director CH&B commented: "Many of our projects require us to make key assumptions on market pricing for new products. Although we pride ourselves on the quality of our work in this area, we realise that a dedicated group like RJW will always have a better insight into this critical area. I am delighted that RJW have agreed to enhance our capabilities in this area. I am also delighted to be working with Neil Johnson, Ad Rietveld and Chloe Brown again, having spent five enjoyable years working with them earlier in my career".

#### **About Cambridge Healthcare & Biotech**

Cambridge Healthcare & Biotech (CH&B) is a strategic advisor to biotech, pharmaceutical and healthcare companies in Europe and the USA. Founded in April 2003 by experienced professionals who have steered major products through all aspects of development and commercialization

CH&B bring a unique perspective through expertise and in-depth understanding of technology, product development, marketing, healthcare systems and corporate finance. The track record of our staff in deal-making is second to none, enabling clients to maximize value and minimize risk. We have the capability to operate throughout Europe and North America, both on our own account and with our key alliance partners.

#### **About RJW & Partners**

RJW & Partners is a unique capability in pricing and market access consulting. Focused solely on pharmaceuticals and healthcare the company is composed entirely of very experienced specialists who have worked as European payers at both national and international level, as well as at the highest levels of pricing and market access in the industry. With broad experience working in Europe the company also operates in the US, Canada, Asia-Pacific and Latin America.

RJW & Partners offers pricing and market access support in five main areas across all stages of the product lifecycle; pricing and market access strategy development, support planning and audit, global and affiliate strategy implementation, evaluation of new opportunities and organizational development and improvement

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