

SZF Associates

Company Mission

SZF is an issues-oriented, evidence-based market research and consulting firm serving the pharmaceutical and biotech industry.

We work with strategic and tactical decision makers, providing action-oriented reports and recommendations based on solid research and thorough analysis.

Having worked as corporate analysts, managers and directors ourselves, we know what our clients need and expect from us. We are focused on customer satisfaction and strive to exceed expectations at every stage of the research and consulting process.

Company Leadership

SZF is led by a team of 18 industry veterans, each with more than 20 years of corporate, vendor and academic experience in pharmaceutical market research and business planning. This unique mix of experience and skills gives our team the ability to solve your most complex and challenging research problems.

Steve Finestone, *President*

Erica Bergstrom, *Sr. Consultant*
Greta Bunin, *Sr. Consultant*
Sophia Bunyaraksh, *Sr. Consultant*
David Chen, *Sr. Consultant*
Carolyn Choh, *Sr. Consultant*
George Chressanthi, *Sr. Consultant*
Whitney Devenny-Zuleski, *Sr. Consultant*
Moshe Even-Shoshan, *Sr. Consultant*
Orit Even-Shoshan, *Sr. Consultant*

Michael Gibbons, *Sr. Consultant*
Annette Halpin, *Sr. Consultant*
Tom Hinkel, *Sr. Consultant*
Sam Osirim, *Sr. Consultant*
Ronald Rothman, *Sr. Consultant*
Santosh Sambare, *Sr. Consultant*
Diane Seward, *Sr. Consultant*
Dick Shute, *Sr. Consultant*

Company Focus

SZF is focused on three of the most challenging issues confronting today's pharmaceutical industry and offers both custom and syndicated research services in each of these areas:

New Product Commercialization	Integrated Marketing Communications	Healthcare Policy Research
Custom Phase II Research	Syndicated IMC Studies	Healthcare Roundtable
Custom Phase II REMS	<ul style="list-style-type: none"> • Physician Media Diary 	Syndicated Physician Practice Studies
Custom Phase III Research	<ul style="list-style-type: none"> • Sales Force Effectiveness 	Custom Policy Research
Custom Phase IV Research	<ul style="list-style-type: none"> • Media Maximization Custom IMC Research	

Global Research with Regional Management

As we enter our second year, we are developing regional consulting services to complement our global research capabilities. Our consultants will not only plan and execute your domestic and international research but interpret the findings based on their familiarity with and understanding of these important world markets.

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| • US and Canada | Steve Finestone and Sam Osirim |
| • Latin America | Mike Gibbons |
| • Europe | Erica Bergstrom and Tom Hinkel |
| • South Asia | Santosh Sambare |
| • China | Carolyn Choh |
| • Japan | Dave Chen |

Consulting Services

SZF offers consulting services in nine key areas of research. Our consulting teams are committed to promoting best practices and providing industry leadership in:

- **Primary and Secondary Research Methodology**
Led by Steve Finestone and Diane Seward
- **Global and Domestic Research**
Led by Erica Bergstrom and Tom Hinkel
- **Emerging Technologies and Competitive Intelligence**
Led by Ron Rothman and Moshe Even-Shoshan
- **Strategic Planning and Corporate Simulations**
Led by Sam Osirim and Annette Halpin
- **Market Planning and New Product Forecasting**
Led by Santosh Sambare and Carolyn Choh
- **Market Access and Managed Care**
Led by Whitney Devenny-Zuleski and Dick Shute
- **Promotion Analytics and Sales Force Effectiveness**
Led by Dave Chen and George Chressanthis
- **Epidemiology and Health Outcomes**
Led by Greta Bunin and Orit Even-Shoshan
- **Physician Segmentation and Patient Journey**
Led by Mike Gibbons and Sophia Bunyaraksh

Corporate Training

Whether you need executive coaching for your company's senior executives, advanced seminars for your product managers, sales managers and market researchers, or on-line courses to enhance your employees' basic business skills, our team of experienced researchers and teachers can provide training in the following areas:

- Primary and secondary research techniques
- Market research and competitive intelligence
- Data sources, dashboards and brand performance
- Competitive strategies and marketing simulations
- User segmentation and targeting
- Brand positioning and messaging
- New Product forecasting and tracking
- Promotion and media optimization
- Sales Force alignment and effectiveness

SZF also offers one and two day qualitative and quantitative *war gaming workshops* where new product teams can develop launch strategies and tactics and test them under various market scenarios.

The SZF Team

Erica Bergstrom, Sr. Consultant

- Erica holds a Ph.D. in Psychology from the University of Pennsylvania
- She is President of Erica Bergstrom Partners
- Erica specializes in new product development and REMS research

George Chressanthis, Sr. Consultant

- George holds a Ph.D. and an MS in Economics from Purdue
- He worked as a Manager of Pricing Information at Wyeth and a Senior Director of Commercial Insight and Analysis at Astra Zeneca
- George is a Professor of Healthcare Management and Marketing at Temple University
- He specializes in healthcare economics and sales force effectiveness

Greta Bunin, Sr. Consultant

- Greta holds a Ph.D. in Epidemiology from the University of California Berkeley
- She is a Research Associate Professor in the Pediatrics Department at the Penn Medical School/Children's Hospital of Philadelphia
- Greta specializes in cancer epidemiology.

Whitney Devenny-Zuleski, Sr. Consultant

- Whitney holds a BA in Economics from Duke University
- She has held management positions in Marketing, Sales and Market Research at Wyeth and GSK. Most recently she worked as Director of US Pricing at Wyeth.
- Whitney specializes in market access and pricing research

Sophia Bunyarakh, Sr. Consultant

- Sophia holds an MBA from Columbia University and an M.Ed. from Boston College
- She was a Manager of Market Research at Pfizer, Wyeth and Scott Paper and worked as a Senior Project Director at Taylor Nelson Sofres
- Sophia specializes in consumer and patient research

Moshe Even-Shoshan, Sr. Consultant

- Moshe holds an MBA from Temple University
- He is President of SRS Intelligence
- Moshe specializes in competitive intelligence

David Chen, Sr. Consultant

- Dave holds a Ph.D. and MA in Psychology from American University
- He has worked as a Director and Senior Director of Market Research at Cephalon, Jansen, Wyeth and Wyeth International. He has also worked as a Senior Consultant at Strategic Marketing Corporation and Inside Edge Consulting
- Dave teaches Decision Sciences at St. Joseph's University
- He specializes in promotion analytics and REMS research

Orit Even-Shoshan, Sr. Consultant

- Orit holds an MS in Healthcare Finance from Temple University
- She is Associate Director of the Health Outcomes Research Center at the Children's Hospital of Philadelphia. She has also worked as a health economics researcher at the Wharton School's Leonard Davis Institute
- Orit specializes in health outcomes research

Carolyn Choh, Sr. Consultant

- Carolyn holds an MBA from Cornell University

Sam Osirim, Sr. Consultant

- Sam holds an MBA from Boston University and a

- She has held management positions in Sales and Marketing with Forest, RPR and Wyeth
- She teaches Pharmaceutical Marketing at St. Joseph's University and the Nanjing Pharmaceutical Institute
- Carolyn specializes in new product research

Steve Finestone, *President*

- Steve holds an MBA from Cornell University and an MA in Religion from the University of Pennsylvania
- He was a Director of Business Planning at Wyeth and a Senior Vice President at GfK Healthcare
- Steve specializes in new product commercialization and integrated marketing communications

Michael Gibbons, *Sr. Consultant*

- Mike holds a Ph.D. in Sociology from the University of Notre Dame
- He has worked as a Senior Consultant for GfK Healthcare
- Mike is an Assistant Professor of Sociology at Gettysburg College
- He specializes in medical sociology and ethnography
- Mike currently consults with several community-based non-profit organizations

Annette Halpin, *Sr. Consultant*

- Annette holds a Ph.D. in Strategic Management from Drexel University and an MBA in Finance from LaSalle University
- She is an Assistant Professor of Management at Arcadia University
- Annette specializes in corporate strategy and computer simulations

Tom Hinkel, *Sr. Consultant*

- Tom holds an MS in Communications from the University of Tennessee
- He is past President of Triad Research and Consulting and has held senior consulting positions at Taylor Nelson Sofres, GfK and @Futures
- Tom specializes in new product development

- M.Sc. from the London School of Economics
- He has held management positions in Sales and Marketing at J&J and is President of Matrix Research and Consulting
 - Sam specializes in strategic planning and public policy research

Ronald Rothman, *Sr. Consultant*

- Ron holds a Ph.D. in Molecular Biology from the University of Pennsylvania
- He has worked as a Research Assistant Professor of Pathology and Cell Biology at Thomas Jefferson University and now serves as a business advisor to the University City Science Center QED Program
- Ron specializes in the evaluation of emerging biotechnology

Santosh Sambare, *Sr. Consultant*

- Santosh holds a Ph.D. in Marketing from the University of Illinois and an MBA from Case Western Reserve
- He was as a Market Research Manager at Wyeth and Wyeth International and the Director of Market Research at Serono
- Santosh teaches Marketing and Finance at Hester College
- He specializes in business planning and new product forecasting

Diane Seward, *Sr. Consultant*

- Diane holds an MBA from Temple University
- She worked as a Senior Director of Market Insights at Pfizer and Wyeth and held numerous management positions at IMS Health
- Diane specializes in secondary data analysis

Dick Shute, *Sr. Consultant*

- Dick holds an MBA from Drexel University
- He has held management positions in Marketing and Managed Markets with J&J and Merck-Medco
- Dick teaches Pharmaceutical Marketing at St. Joseph's and Rutgers Universities
- He specializes in managed markets research

Client List

Over the past 20 years the SZF team has worked with all of the industry's major players as well as a significant number of small to mid size pharmaceutical and biotech companies.

During this period of time we have provided our clients with strategic and tactical consulting services utilizing primary and secondary research, competitive intelligence, and qualitative and quantitative analysis.

We have worked across a wide range of therapeutic categories and interviewed patients, providers and administrators from hospitals and offices in all major foreign and domestic markets.

Collectively, our clients include:

Abbott	Covidien	Novartis
Amgen	Elan	Novo Nordisk
Astellas	Forest	Pfizer
AstraZeneca	Genentech	Roche
Aton	Gilead	Sanofi-Aventis
Bayer	GSK	Savient
Biogen	J&J	Serono
BMS	Lilly	Takeda
Cephalon	Merck	UCB

For more information about SZF please contact

Steve Finestone
President

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or see our Web site at www.szfassociates.com

You can also email our consultants directly at the following addresses:

- Erica Bergstrom Erica@szfassociates.com
- Greta Bunin Greta@szfassociates.com
- Sophia Bunyaraksh Sophia@szfassociates.com
- David Chen Dave@szfassociates.com
- Carolyn Choh Carolyn@szfassociates.com
- George Chressanthis George@szfassociates.com
- Whitney Devenny-Zuleski Whitney@szfassociates.com
- Moshe Even-Shoshan Moshe@szfassociates.com
- Orit Even-Shoshan Orit@szfassociates.com
- Michael Gibbons Mike@szfassociates.com
- Annette Halpin Annette@szfassociates.com
- Tom Hinkel Tom@szfassociates.com
- Sam Osirim Sam@szfassociates.com
- Ronald Rothman Ron@szfassociates.com
- Santosh Sambare Santosh@szfassociates.com
- Diane Seward Diane@szfassociates.com
- Dick Shute Dick@szfassociates.com