



Press Release

FOR IMMEDIATE RELEASE

BioMedEcon's Cheryl Hankin Appointed to Prestigious Boston University School of Public Health Advisory Committee

MOSS BEACH, Calif. (December 11, 2008) – BioMedEcon, a leading provider of health economics and outcomes research, announces that Cheryl Hankin, Ph.D., president and chief scientific officer, has been appointed to the external advisory committee for the Boston University School of Public Health's Center for the Assessment of Pharmaceutical Practices (CAPP) and Pharmaceutical Assessment Management and Policy (PAMP). The CAPP and PAMP programs are directed by Dr. Lewis Kazis, professor of Health Policy and Management at the Boston University School of Public Health.

CAPP gathers the brightest minds in pharmaceutical research and education to provide the public with important safety and efficacy information for pharmaceuticals. The group's research and recommendations are used to guide both patients and clinicians in choosing the best, most effective medications for illness. The center focuses its research and project work on four main areas of the pharmaceutical industry: drug safety and effectiveness, pharmacoconomics, pharmaceutical health services, and drug policy and regulation.

The advisory committee will also guide the curriculum and direction of the PAMP program, a new concentration within the School's Health Policy and Management Department for students interested in careers focused towards the business and regulatory fields of the pharmaceutical industry. The PAMP track will be offered to students starting in fall 2009.

Dr. Hankin brings a depth of knowledge to her advisory role. Her experience in health economics and outcomes research spans the pharmaceutical industry (director of outcomes research at Johnson and Johnson companies), academia (assistant professor at Boston University School of Public Health), and the public sector (research health scientist at the Department of Veterans Affairs, Health Services Research and Development Center of Excellence). She was previously a corporate controller, with expertise in conducting financial analyses, forecasting, budgeting, and preparing competitive market evaluations for a Silicon Valley industry. She completed her undergraduate degree at Wellesley College where she earned highest academic honors as a Wellesley College Scholar before earning her Ph.D. in Clinical Psychology at Pacific Graduate School of Psychology.

About BioMedEcon

BioMedEcon provides a wide range of biomedical consulting services, including health economics (modeling, interactive tools, burden of illness studies), data synthesis (systematic literature reviews, meta-analyses), outcomes research (payer claims, data analysis, clinical trials), reimbursement and market access (advisory boards, payer research, formulary dossiers, and time and motion studies), and communications (publications strategy support, journal articles, poster and podium presentations, product monographs, package inserts, and directions for use). BioMedEcon applies rigorous scientific methods to create coherent, objective and practical formulary decision models, pharmaceutical and drug delivery market entry strategies, and healthcare policy recommendations to pharmaceutical and biotech companies, managed care organizations and advocacy groups. For more information, call 650.563.9475.