Boston Healthcare Acquires Alpha Care GmbH, Expanding Health Economics, Pricing and Reimbursement Consulting Presence in Europe

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BOSTON and BERLIN, May 23, 2011 /PRNewswire/ -- Boston Healthcare announced today that it has acquired Alpha Care GmbH, a consulting firm based in Germany that provides health economics and policy solutions for pharmaceutical, medical device, payer and provider organizations. Through this acquisition, Boston Healthcare will expand its health economics, pricing and market access consulting practice in Europe. The establishment of a new office in Berlin, Germany, will allow Boston Healthcare to enhance the delivery of its services to global pharmaceutical, medical device and diagnostics companies.

(Logo: http://photos.prnewswire.com/prnh/20110523/NE04879LOGO)

The Berlin office will be led by Prof. Bernd Brueggenjuergen, MD, MPH, who will continue as Managing Director at Boston Healthcare GmbH, and will support global clients in market access, pricing, reimbursement and funding policies in Germany, complementing Boston Healthcare's global services. Prior to co-founding Alpha Care with Prof. Stefan Willich of the University Medicine Berlin Charite, Prof. Brueggenjuergen served as Head of Health Economics and Disease Management at GlaxoWellcome in Germany, and is currently Professor of Health Economics at the Steinbeis University in Berlin. "Securing access to innovation in health care is a key issue in all major markets and increasingly requires a global exchange and expertise," said Prof. Brueggenjuergen.

"The addition of Prof. Brueggenjuergen, and his colleagues, to the Boston Healthcare team will provide our clients with enhanced in-market support in health economics and market access in Europe," said Joseph V. Ferrara, President of Boston Healthcare. "Germany is one of the largest pharmaceutical and medical device markets in the world, as well as a leader in health care technology innovation. Our presence in Germany will enhance our ability to serve these innovative companies."

About Boston Healthcare:

Boston Healthcare
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