

HRA – Healthcare Research & Analytics Unveils New Management Structure

Parsippany, New Jersey (January 7, 2013): In 2013, HRA – Healthcare Research & Analytics is implementing a new management structure to respond to the changing healthcare environment, better align with the agency’s core market research competencies and that of its parent company – MJH & Associates, and enable continued growth in the use of technology.

The new structure is designed to enhance HRA’s concentration on strategic research within healthcare institutional channels – including integrated delivery networks, hospitals, ACOs, and managed care payors. Further, the refined management approach places even greater emphasis on HRA’s consultative custom research capabilities in the oncology space; on HRA’s rich heritage and expertise in executing qualitative and quantitative market research at healthcare industry conferences; and on advantages that the full suite of MJH & Associates companies – research, publications, and medical education – can bring to the pharmaceutical, biotechnology, and medical device industries.

John Maglione, who was recently appointed Vice President of Strategy and New Business Development for MJH & Associates, now also will maintain responsibility for HRA as President and General Manager. In this role, John will lead efforts toward greater synergies across HRA and the other MJH & Associates companies, including Intellisphere and PER/ArcMesa Educators.

Lisa Fox will assume a broadened role within the organization as Vice President of Customer Segments and Strategic Studies, enhancing HRA’s footprint in the changing healthcare space via the design of new custom product offerings to help our clients effectively leverage customers outside of the traditional physician prescriber and through HRA’s strategic multi-client research studies.

Matt Prinz retains his role as Vice President of Research Strategy and will continue to lead HRA’s seasoned team of market researchers, in addition to taking on responsibility for enhancing HRA’s conference research capabilities and expanding HRA’s reach in oncology based primary research via HRA’s *Dynamics in Cancer Care*.

Kevin Kelly, who maintains his position as Vice President of Technology and Operations, will continue to concentrate on business as well as market research operations in addition to piloting new technologies, including online communities and mobile market research, to provide an even broader cache of services to HRA clients.

“This refined management team comes together with the perfect combination of skill sets to bring HRA to an even greater level of service for our industry clients,” said Tighe Blazier, Chief Operating Officer for MJH & Associates. “Strategically, our entire organization is very well positioned to serve the needs of the healthcare industry from a market research, communications, and educational perspective. HRA’s new management structure will help us bring these pieces together very effectively.”

Changes to the HRA new management structure are effective immediately.

HRA – Healthcare Research & Analytics is a consultative healthcare market research practice leveraging a flexible spectrum of solutions to support decision-making and strategy development across healthcare channels with particular expertise in the hospital setting. HRA’s team of highly-experienced market researchers combines deep domain expertise in healthcare, science, business, and statistics with a passion for uncovering insights. HRA’s portfolio of offerings encompasses quantitative and qualitative, custom and syndicated market research services to support the business needs of the pharmaceutical, biotech, and medical device markets. HRA’s people and its products provide the healthcare market with actionable intelligence – facilitating better business decisions. HRA is an affiliate of MJH & Associates, an organization that maintains a unique reach into nearly every sector of healthcare professionals. MJH & Associates combines the power of an established network of publications and websites with the customer service focus and customization capabilities of a boutique firm.

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Contact: John Maglione, President & General Manager, HRA – Healthcare Research & Analytics, 973-240-1195