



Healthcare Research & Analytics

**HRA – Healthcare Research & Analytics Hires Pharma Market Research Veteran**  
*Leader in research on the hospital market adds Vice President of Research Strategy with 20 years of global market research experience.*

**Parsippany, N.J. (Oct. 08, 2013)** – HRA – Healthcare Research & Analytics, the leader in research on the hospital market, recently named Christina (Chris) Rife as its new Vice President, Research Strategy. In this role, Chris will lead and mentor HRA’s market research team and drive strategy for the development of new market research products and services.

Chris has more than 20 years of experience in leading and managing US and international market research teams, with an extensive background in global market research on both the pharmaceutical vendor and client sides.

Throughout her career, she has been involved in planning and executing marketing and research efforts to support all facets of the product lifecycle, including product development and launch, sales force effectiveness, co-promotion of brands and products, and transitioning from prescription to OTC. She has applied this knowledge to support the global development and launch of several major brands, including Simponi® and Dulera®.

She also has a wealth of experience in primary, secondary, and business analytics across a broad range of therapeutic areas and customer groups, and also brings tremendous knowledge of how social network science and digital strategies can be applied to increase the effectiveness of market research initiatives.

“We look forward to working with Christina and drawing on her experience and insights as we continue to expand our portfolio of research tactics and strategies,” said Kevin M. Kelly, Executive Vice President & General Manager of HRA.

Chris holds a Bachelor of Business Administration from the University of Maryland and a Masters of Business Administration with a concentration in marketing research from Johns Hopkins University.

“I am excited to join HRA and work with this talented team to develop new market research solutions that meet our clients’ needs and build on HRA’s reputation for innovation and expertise,” said Chris.

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#### **About Healthcare Research & Analytics**

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 expertise in the hospital channel. HRA’s team of highly-experienced market researchers combines deep domain expertise in healthcare, science, business,



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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 a subsidiary of Michael J. Hennessy & 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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