



480 UNION SQUARE DRIVE
NEW HOPE, PA 18938
P 267-744-6400 F 267-744-6499
THINKRGA.COM

RG+A Expands Leadership Team with Appointment of New Chief Operating Officer

RG+A positioned for next phase of growth with the selection of industry leader Kevin M. Kelly as the company's Executive Vice President and Chief Operating Officer.

New Hope, PA (7 May 2015) – RG+A, a leading healthcare marketing research and consulting firm, recently named Kevin M. Kelly as its new Executive Vice President and Chief Operating Officer. In this role, Mr. Kelly will drive results for the company's clients by creating seamless flow among RG+A's business functions - integrating strategy and planning, business development, customer relationship management, project management and execution, and business operations.

Mr. Kelly has more than 15 years of business strategy and global custom market research experience, and has held management positions at multi-national firms such as Opinion Research Corporation and Macro International, as well as boutiques like BuzzBack Market Research and, most recently, HRA – Healthcare Research & Analytics, where he was the Executive Vice President and General Manager. Mr. Kelly is a frequent presenter at healthcare industry events, including conferences organized by the Pharmaceutical Market Research Group (PMRG) and the Pharmaceutical Business Intelligence and Research Group (PBIRG), and recently co-authored, "Partnering for the Future: The Rise and Importance of Accountable Care Organizations," published in *Quirk's Marketing Research Review*.

"Kevin's passion, energy, people skills and unique ability to integrate all elements of a successful business will free this firm to fully exploit its innovative methodologies and first-rate research and strategic talents," said company President, CEO and Founder, Roger Green.

Mr. Kelly holds a Bachelor of Arts degree from Drew University, a Master of Fine Arts degree from Rider University, and a Master of Science degree from George Washington University, as well as the Project Management Professional (PMP) certification.

"I look forward to working with this exceptional team to make RG+A even better," said Mr. Kelly.



About RG+A

RG+A knows the importance of getting the right results quickly and cost-effectively. With nearly 25 years of proven experience applying unique and creative methods to solve complex problems, RG+A has earned a reputation as an innovator in primary research and consulting for the healthcare industry, advising pharmaceutical, biotechnology, and medical device companies on pricing, market valuation, and strategy formulation.

The RG+A Proven Process starts by focusing intently on our clients' needs and questions, and ends by helping them drive commercial success. In getting there, we apply our industry-leading proprietary forecasting and simulation techniques – core methods that we integrate into research solutions targeted to meet our clients' specific needs. We deliver results in compelling narratives that create context and tell stories, and through models and tools our clients can use to convert our results into action paths and forecasts.

For more information on RG+A, please visit us at www.thinkRGA.com or call 267-744-6400.

###

Media Contacts for RG+A:

Kevin M. Kelly, 267-744-6410, [kkelly\(at\)thinkrga\(dot\)com](mailto:kkelly@thinkrga.com)

Angela Lowry, 267-744-6411, [alowry\(at\)thinkrga\(dot\)com](mailto:alowry@thinkrga.com)