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Alliance Life Sciences Expands Aggregate Spend Capabilities With the Addition of Animesh Gandhi

New White Paper Outlines Requirements for Life Sciences Companies in Sunshine Act Compliance

BRIDGEWATER, NJ - March 30, 2011 - [Alliance Life Sciences Consulting Group](#) (ALSCG), a leading management and technology consultancy, announced today that Animesh Gandhi has joined the firm as a Director on Aggregate Spend. ALSCG is concurrently releasing its authoritative white paper, "[Staying Compliant with the Physician Payments Sunshine Act](#)," which articulates a response to the passage of the Patient Protection and Affordable Care Act (PPACA), and subsequent Physician Payments Sunshine Act provisions.

"We are pleased to welcome Animesh, and know that our clients will value his vast experience in the development of strategies for addressing Aggregate Spend Reporting," says Edward Masterson, senior vice president of Consulting Operations, ALSCG.

With more than 14 years in pharmaceutical sales and marketing, Gandhi specializes in developing and deploying business solutions across multiple domains including sales force effectiveness analytics, Master Data Management, Aggregate Spend and Prescription Drug Marketing Act (PDMA) compliance regulations, data warehousing and sales force automation. He was also involved in the development of a commercial Customer Master product for the Life Sciences market, which was sold to fortune 500 pharmaceutical companies, generating more than \$14 million in revenue.

"Going forward, transparency is going to be increasingly important," says Masterson. "Animesh will assist ALSCG clients with building an effective infrastructure to start capturing required spend data by January 1, 2012, and start reporting by March 31,

2013, while at the same time, maintaining and expanding relationships with healthcare providers.”

About ALSCG

Formed in 1994 and headquartered in Bridgewater, N.J., Alliance Life Sciences Consulting Group employs more than 150 professionals who collectively understand the business challenges of the Life Sciences industry and offer solutions for Sales & Marketing, Managed Care & Government Contracting, Commercial Operations, Information Management and Analytics. ALSCG has experience with seven of the top 10 largest pharmaceutical manufacturers as well as middle market and emerging Life Sciences firms. Contact: 866-581-4850 www.alscg.com