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Alliance Life Sciences Delivers Recommendation Offering Pharmaceutical Client \$13 Million in Potential New Earnings

Methodology Discussed in Newly Published White Paper

BRIDGEWATER, NJ – April 27, 2011– Alliance Life Sciences Consulting Group (ALSCG), a leading management and technology consultancy, delivered today a comprehensive recommendation of organizational and process enhancements to a mid-market pharmaceutical client for potentially more than \$1 million annually in saved revenue leakage, while allowing the manufacturer to pursue new contracting strategies expected to deliver more than \$12 million annually in increased revenue. The business case on “Business Process Improvement” is available for download at:

<http://www.alscg.com/company/downloadcenter>

“The manufacturer’s contract management systems environment had functionality gaps in the areas of contract development and maintenance, commercial rebate processing, admin-fee calculations, operational and strategic reporting and workflow integration,” said Edward Masterson, senior vice president, Consulting Operations, ALSCG. “These gaps required excessive manual processing, which limited productivity and heightened regulatory compliance risk.”

ALSCG implemented a scalable software solution that, among other complexities, addresses the functionality gaps and positions the client’s Contracting, Pricing & Analytics (CP&A) department to support advanced contracting strategies and growth in its product line. The pharmaceutical company was provided with Program Management, Business Process Transformation and Change Management activities to align its business needs with the new software platform.

The ALSCG methodology, reported in its newly published White Paper, “Optimizing Your Return on Investment: The Shift from Contract Administration to Contract Management,” is available for download at: <http://www.alscg.com/company/events/bpiwhitepaper>

“Because of continued competitive pressures and regulatory demand, optimizing net revenue is becoming highly critical,” said Masterson. “The adoption of a revenue management solution allows companies to identify manual process gaps and recapture revenues lost by manually managing compliance, pricing and settlements.”

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