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**Alliance Life Sciences Releases White Paper:  
“State and Federal ‘Sunshine Acts’  
Shift Key Opinion Leader Marketing Tactics”**

**BRIDGEWATER, NJ – Aug. 10, 2011 – [Alliance Life Sciences Consulting Group](#)** (ALSCG), a leading management and technology consultancy, in a white paper released today, concludes that “[State and Federal Sunshine Acts Shift KOL Marketing Tactics](#)” by helping to identify and prosecute abusive and/or illegal remuneration that firms and academic institutions have practiced in return for product endorsements by Key Opinion Leader (KOL) physicians -- without sufficient regard for their relative product safety, clinical efficacy and cost.

Co-authored by ALSCG thought leaders Derek Evans, practice leader of information management, and Rob Fellman, senior consultant, the white paper reviews and evaluates the impact of non-disclosed paid endorsements and offers recommendations for improved marketing tactics.

“Firms may wish to embrace new marketing paradigms, such as disease-centric product offerings that enhance value propositions for physicians, patients and payers, to compensate for KOL physicians that may no longer be willing or able to collaborate with them,” says Ed Masterson, senior vice president, consulting operations, ALSCG. “Early collaboration with government and commercial payers, disease advocacy groups and KOLs will be essential for establishing the pharmacoeconomic business case for early adoption of new products.”

Evans and Fellman make the case for establishing pharmacoeconomic business with recommendations such as investment in IT infrastructure to maintain compliance and monitor accountability, establishment of an industry benchmarks for healthcare provider remuneration, and curtailing remuneration that could cause adverse publicity.

“The new marketing paradigm won’t come from having renowned academics simply present a firm’s PowerPoint deck to auditoriums of doctors,” says Masterson. “It will be based upon research demonstrating improved patient outcomes and avoided costs associated with better compliance that delays or reverses disease progression and acuity.”

**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](http://www.alscg.com).