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## **Boston Analytics Expands Healthcare Practice**

*20-Year Industry Veteran Helena Long Appointed Vice President and Practice Co-Leader*

**BOSTON, Mass., (PRWeb) March 3, 2008** – Customized knowledge services company Boston Analytics today announced it has expanded its Healthcare Practice to help companies within the industry adjust to, and capitalize on, rapidly shifting paradigms that include increased global competition, considerably more outsourcing of R&D and manufacturing to lower-cost nations and emerging "pay-for-performance" schemes.

Healthcare-related companies are rapidly porting a wide variety of business critical operations to developing nations. The vastly different business cultures and time zones of these lower-cost nations are bringing major changes in research and development and service delivery which in turn are morphing business models and redefining how products are being developed and manufactured. With analysts in the U.S. and India, Boston Analytics' knowledge services are specially designed to not only provide useful data on products, customers and industries, but to integrate those insights into a globalized model that encompasses cultural differences and current economic realities of a variety of low-cost nations.

As part of this expansion, Boston Analytics has hired Helena Long, vice president of business research and analytics, to serve as co-leader of the practice with fellow Vice President Kimberlee Luce. Long was most recently principal of Abt Associates where she served clients in all major areas of the healthcare industry including pharmaceutical, medical devices, healthcare IT and biotechnology. She brings 20 years of marketing experience, including a stint as director of marketing for a Fortune 100 firm, and a deep background on specialty issues like oncology, cardiology and nuclear medicine. She joins an experienced team that includes Chairman of the Board Partha Ghosh and Senior Project Manager Valerie Kuo.

“Success in healthcare depends chiefly on creating new models and adapting existing ones in order to maintain profitability,” said Long. “Globalization, expiring patents and a slowdown in the number of new products making it to the market are threatening to slow revenue flow, which has created a dire need in the industry for more sophisticated market research. There is a great opportunity to apply financial analytics, business research and predictive modeling in order to come up with the new models that will overcome these challenges.”

Long will help companies apply financial frameworks and methodologies to healthcare. She will spearhead the creation of macro trend and driver analyses, industry and sector analyses, competitor profiling and positioning, market segmentation, patent trend analysis and other business analytics services.

“The healthcare industry is so intriguing to us because there is not only a real need for our individual research analytics products and services, but for expertise on applying them to new paradigms,” said Ghosh. “Our team can provide more than just thorough knowledge-intensive research, it can help clients design new models that integrate the knowledge gathered from it.”

### **About Boston Analytics**

Boston Analytics provides its corporate, consulting and financial clients the most current, accurate, and actionable research and analytics – so they can be first to uncover and exploit opportunities. The firm’s work powers knowledge processes and enables effective decisions at all levels of our clients’ businesses. Boston Analytics brings together leading analytical minds worldwide, delivers a robust offering of knowledge services, and works as genuine partners.

Boston Analytics delivers enterprise-wide knowledge advantage by providing fully customized knowledge services as well as flexible, preconfigured knowledge products and repositories. All knowledge services and products are tailored to meet the specific needs of corporations, consulting companies, and financial services firms.

Boston Analytics is headquartered in Boston with offices in New York, London, and Mumbai. More information can be found at [www.bostonanalytics.com](http://www.bostonanalytics.com).

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