

consultants' newsletter summer 2009

hartén group in the news

During the last quarter, our 2008 Annual Industry Survey results were published in *CR Focus* and can be read at <http://www.hartengroup.co.uk/PDFs/CR%20Focus%20April%2009.pdf>

Given the timing of the survey which was conducted in December 2008, it looks specifically at how far the changes taking place in the pharma industry are related to the current economic climate and the extent to which the sector is likely to be affected by the 'credit crunch'.

In addition, Vernon wrote a piece in *Business Weekly* about inward investment into the East Anglian biotech cluster and the important role interims can play.

<http://www.businessweekly.co.uk/2009052935005/q10-talking-heads/q-and-a-dr-vernon-harten-ash-founder-of-harten-group.html>



Three promotional articles have been written and are scheduled for publication over the next quarter:

- Pharma Physician *Benefits of using an established provider*
- Pharmaceutical Marketing *Becoming an interim & working through an established provider*
- Pipeline *Drug Safety, does it Work?*

A client event entitled 'An Evening with Darwin' was held last month, in recognition of 2009 being the 200th anniversary of his birth and 150 years since the publication of 'On the Origin of Species'. A walk led by a Darwin 'Blue Guide' explored Cambridge as Darwin would have seen it and the evening concluded with dinner at Christ's College where Darwin studied.

consultant events

As part of our occasional series of consultant events, we are planning to organise a seminar titled "Where is the Biotech Buzz?" run by Dr. Catherine Beech in September (details to follow).

The UK has a world-class reputation in science and technology and has produced some very successful companies. The "Golden Triangle" of Cambridge, Oxford and London is home to some 400 emerging life-science companies. However, the industry is currently facing a very tough-financing environment with 50% of UK companies running out of cash in the next six to twelve months. What steps should companies take to ensure that they survive this down turn and continue to grow into successful businesses? How can interims contribute to their survival and eventual success?



Dr Catherine Beech

clients appreciate flexible resourcing solutions

The second quarter of 2009 has seen broadly the same level of activity as Q1, which is higher than the same period last year. So despite the general atmosphere of economic pessimism our core clients are continuing to purchase our services. In some cases, this is because interims offer a greater degree of flexibility during periods of uncertainty, while in others, it is because flexible resourcing is just part of their ongoing "business as usual" strategy. During the period, we have concluded two international consulting assignments, both for US clients needing insights into the European market, which covered five countries and involved over a dozen consultants.

harten group new website

Our website has undergone a makeover to freshen the design and make it easier to navigate for both clients and consultants who now have specific sections providing relevant information. There are also sections on Resources, a Media Centre giving details of the latest articles, Industry Links and even Recommended Reading! Please take a look. We would welcome any comments (positive or otherwise); please send them to Tim at tne@hartengroup.co.uk



www.hartengroup.co.uk

new investment helps meet client and consultant needs

New software, which has advanced searching tools, is helping us to match more closely consultants' skills and experience with current client requirements. This is our latest investment in upgrading our infrastructure so we can continue to provide the best possible service to both clients and consultants.

reward points

For those who have accumulated 1,000 + points we would like to invite you to a 'balloon trip' – Vernon has 'volunteered' to join you on the occasion! We will be contacting those lucky people in due course.

good-egg award

This quarter we are giving a Good Egg Award to Dr Ricardo Murillo for his excellent work on an international consulting project, particularly his successful juggling of client deadlines with a challenging set of unexpected personal circumstances. His commitment to client delivery was highly commendable and very much appreciated.

Thank you Ricardo.



Vernon Harten-Ash & Ricardo Murillo