

Introductions to Economics of Pharmaceuticals:

Dr. Pauline Ippolito **Associate Director of the Bureau of Economics**

Biography:



Pauline M. Ippolito is currently Associate Director in the Bureau of Economics of the Federal Trade Commission. She has held a variety of management and staff positions since joining the FTC staff. Her research and policy interests include the economics of risk and information in consumer good markets and the design of public policy for advertising and labeling. In recent years, she has focused on the role of advertising and information in food markets and has been active in the debates about the best policies towards health-related claims for food products. She has a Ph.D. from Northwestern University.

Prof. Ernst Berndt

Biography:



Ernst R. Berndt is the Louis B. Seley Professor of Applied Economics at the MIT Sloan School of Management, Co-Director of the MIT Center for Biomedical Innovation, and Co-Director of the Biomedical Enterprise Program at the Harvard-MIT Division of Health Sciences and Technology. He is also the Director of the National Bureau of Economic Research Program on Technological Progress and Productivity Measurement. Until recently, he served as Chairperson of the Federal Economic Statistics Advisory Committee, an interagency advisory panel established by the Bureau of Economic Analysis, the Census Bureau and the Bureau of Labor Statistics. He has served on the editorial boards of numerous peer-reviewing journals; currently he is a member of the editorial board of Health Affairs. Professor Berndt earned a Ph.D. degree in economics from the University of Wisconsin - Madison in 1972, and was awarded an honorary doctorate for his research on productivity measurement from Uppsala University in Sweden in 1991. Much of Professor Berndt's recent research has focused on price, output and outcomes measurement in the health care industries, and on regulatory policies at the U.S. Food and Drug Administration.

Incentives for New Drug Development:

Dr. Christopher Adams

Biography:



Christopher P. Adams is an Economist at the Bureau of Economics of the Federal Trade Commission (FTC). During his five years at the FTC, he has worked on mergers in a number of industries, including pharmaceuticals, software and retail. Previously, Dr Adams taught at the University of Vermont, US. His research interests include the economics of new drug development and of internet auctions. He has a B.Comm (Hons) and M.Comm (Hons) from the University of Melbourne and a Ph.D. in economics from the University of Wisconsin. His published papers include "Estimating the Cost of New Drug Development: Is it really \$802m?" with Van Brantner in Health Affairs and "Optimal Team Incentives with CES Production" in Economics Letters.

Prof. Mark Duggan

Biography:



Mark G. Duggan is an Associate Professor of Economics at the University of Maryland and is currently also a Visiting Fellow at the Brookings Institution. He received his Ph.D. from Harvard University in 1999 after receiving B.S. and M.S. degrees from M.I.T. in electrical engineering in 1992 and 1994, respectively. He served as an Assistant Professor in the University of Chicago's Department of Economics from 1999 to 2003 before joining the Maryland faculty in the fall of 2003. His research is empirically oriented with a focus on public economics and health economics. In his current research, he is examining the effect of the Social Security, Medicare, Medicaid, Supplemental Security Income, and Disability Compensation programs on outcome variables such as labor supply, health outcomes, government spending, pharmaceutical prices, and child poverty. His publications include "More Guns, More Crime" (Journal of Political Economy, 2001), "The Rise in the Disability Rolls and the Decline in Unemployment" (Quarterly Journal of Economics, with David Autor, 2003), "Does Contracting Out Increase the Efficiency of Government Programs? Evidence for Medicaid HMOs" (Journal of Public Economics, 2004), and "The Distortionary Effects of Government Procurement: Evidence for Medicaid Prescription Drug Purchasing" (Quarterly Journal of Economics, with Fiona Scott Morton, 2006). He is currently an Alfred P. Sloan Foundation Fellow and his research is being supported by grants from the National Institute of Child Health and Development and the National Science Foundation. He has won teaching and/or advising awards at M.I.T., Harvard, the University of Chicago, and the University of Maryland.

Mr. Babu Jena

Biography:

Babu Jena (Ph.D. Economics, Chicago) is completing his medical training in the joint MD/Ph.D. program at the University of Chicago and is currently a Bing Center Fellow at RAND. His research focuses on the economic implications of using cost-effectiveness analysis to guide medical decision making, the economics of exercise, and the impact of fertility on divorce.

Prof. Tomas J. Philipson

Biography:



Tomas J. Philipson is a professor in the Harris School and a faculty member in the Department of Economics and the Law School. Philipson's research focus is on health economics and he teaches Masters and Ph.D. courses in microeconomics and health economics at the University. Philipson was born and raised in Sweden where he obtained his undergraduate degree in mathematics at Uppsala University. He received his Masters and Ph.D. in economics from The Wharton School and The University of Pennsylvania. He thereafter joined the University as a post-doctoral fellow in 1989, the faculty in 1990, and received tenure in 1998.

He was a visiting faculty member at Yale University in the academic year 1994-95, and a visiting fellow at The World Bank in the winter of 2003. Philipson was on leave from The University to serve in the Bush Administration as The Senior Economic Advisor to the head (commissioner) of The Food and Drug Administration (FDA) during 2003/04 and subsequently as The Senior Economic Advisor to the head (administrator) of The Centers for Medicare and Medicaid Services (CMS) in 2004/05.

Prof. David Vanness

Biography:



David J. Vanness, Ph.D. has been an Assistant Professor of Population Health Sciences in the University of Wisconsin School of Medicine and Public Health since 2003. He received a bachelor's degree in economics and government from Georgetown University in 1993 and a doctoral degree in economics from the University of Wisconsin, Madison in 2000. From 1999 to 2003, he was a member of the research faculty of the Mayo Clinic in Rochester, Minnesota. Dr. Vanness' research focuses on information and uncertainty in health care evaluation at both the "clinical" level (medical decision-making) and "population" level (health care policy; technology assessment and adoption). He applies Monte Carlo simulation and econometric modeling (both Bayesian and classical) methods to a variety of clinical problems, including optimal choice of chemotherapeutic regimens, cancer screening and osteoporosis prevention. Dr. Vanness is also

currently researching the use of rank-dependent utility in a shared decision-making framework that more closely captures patient preferences toward treatments with heterogeneous effects.

Dr. Joseph DiMasi

Biography:



Director of Economic Analysis at the Tufts Center for the Study of Drug Development. Dr. DiMasi has been at the Tufts Center for the Study of Drug Development since the fall of 1987. The Center is an independent non-profit multidisciplinary research organization affiliated with Tufts University that is committed to the exploration of scientific, economic, legal, and public policy issues related to pharmaceutical and biotechnology research, development, and regulation throughout the world. Dr. DiMasi received his Ph.D. in economics from Boston College in 1984. He has authored numerous articles published in economics and medical research journals, and has served on the editorial boards of the *Drug Information Journal*, the *Journal of Research in Pharmaceutical Economics*, and the *Journal of Pharmaceutical Finance, Economics & Policy*. Dr. DiMasi's research interests include the R&D cost of new drug development, clinical success and phase attrition rates, development times, changes in the structure and performance of the pharmaceutical and biotechnology industries, pricing and profitability in the pharmaceutical industry, and the role that pharmacoeconomic evaluations have played in the R&D process.

Dr. Una Ryan

Biography:



Una S. Ryan, Ph.D., O.B.E. is President and CEO of AVANT Immunotherapeutics, Inc., a publicly traded biopharmaceutical company developing vaccines and immunotherapeutics for cardiac surgery, cholesterol management, biodefense, travelers, food safety, and global health. AVANT is developing a portfolio of oral vaccines designed to provide rapid protection following a single dose. AVANT's rotavirus vaccine is marketed by GlaxoSmithKline Biologicals as Rotarix[®] in the European Union and over 65 countries. Dr. Ryan has led the expansion of AVANT's vectored bacterial vaccines programs, completed three company acquisitions, and established the company's new manufacturing facility in Fall River, Massachusetts. She is also Research Professor of Medicine at the Boston University School of Medicine and serves on its Board of Visitors. She is immediate past Chair of the Massachusetts Biotechnology Council, serves on its Board, as well as the Boards of the Biotechnology Industry Organization, the New England Healthcare Institute, the Board of Associates of the Whitehead Institute, and the Board of Directors of IQum, Inc. Dr. Ryan is a member of the Strategy & Policy Council of the MIT Center for Biomedical Innovation and serves as a member of the Business Advisory Board of BIO Ventures for Global Health. In 2002 Her Majesty Queen Elizabeth II awarded Dr. Ryan the

Order of the British Empire (OBE) for her services to the research, development and promotion of biotechnology.

Dr. Randall Lutter

Biography:



Randall Lutter is the FDA Associate Commissioner for Policy and Planning. Dr Lutter joined FDA in 2002 as chief economist in the Office of Planning and has broad experience in determining the economic and policy aspects of FDA's work. Before coming to the FDA, Dr. Lutter worked as a resident scholar at the American Enterprise Institute (AEI) and a fellow with the AEI-Brookings Joint Center for Regulatory Studies. He served as a staff economist with the Office of Management and Budget from 1991 to 1997 and a senior economist on the President's Council of Economic Advisors from 1997 to 1998. He taught at the State University of New York at Buffalo upon earning his Ph.D. in economics from Cornell University in 1986.

Prof. David Ridley

Biography:



David B. Ridley is an Assistant Professor of Business and Economics at Duke University. He is an applied micro-economist who examines health sector business strategies, such as pricing and market entry, and the impact of government regulations on those strategies. David focuses on the biopharmaceutical industry, but he also conducts research on alcohol retailers, fast food retailers, insurers, and hospitals. At Duke University David has taught health economics, microeconomics, industrial organization, game theory, and pharmaceutical strategy and management. David earned his Ph.D. in Economics at Duke University in 2001.

Keynote Address:

Prof. Michael Kremer *Incentives to Develop Vaccines*

Biography:



Michael Kremer is the Gates Professor of Developing Societies in the Department of Economics at Harvard University and Senior Fellow at the Brookings Institution. He is a Fellow of the American Academy of Arts and Sciences, a recipient of a MacArthur Fellowship and a Presidential Faculty Fellowship, and was named a Young Global Leader by the World Economic Forum. Kremer's recent research examines education and health in developing countries, immigration, and globalization. He and Rachel Glennerster have recently published *Strong Medicine: Creating Incentives for Pharmaceutical Research on Neglected Diseases*. His articles have been published in journals including the *American Economic Review*, *Econometrica*, and the *Quarterly Journal of Economics*. Kremer previously served as a teacher in Kenya. He founded and was the first executive director of WorldTeach, a non-profit organization which places 360 volunteer teachers annually in developing countries.

Spillovers, Mergers and Pharmaceutical R&D:

Dr. Laura Hosken

Biography:

Laura Hosken (nee Bivins), got her doctorate in Economics from Penn State University in 2001 and has been working at the Federal Trade Commission since then. She has co-authored a paper with Kala Krisna, "Transferability of Migration Licenses and the Distribution of Potential Rents" that was published in *Economic Letters*, 2003. Currently she is working with Chris Adams on a series of papers studying EBay motors data, including "Vettes and Lemons on EBay".

Prof. Andrew Metrick

Biography:



Andrew Metrick is an associate professor of finance at the Wharton School of the University of Pennsylvania and a faculty research fellow at the National Bureau of Economic Research. He joined Wharton in 1999 after spending five years on the faculty of the Harvard economics department. He is the author of *Venture Capital & the Finance of Innovation* (Wiley, 2006), and he teaches a

course of the same name to MBAs and undergraduates. He has been recognized with several teaching awards and been named by *Businessweek* as one of the best teachers at Wharton. Professor Metrick's current research interests are in corporate governance, venture capital, and technological innovation. He has published papers in many top academic journals in economics and finance, and his research has been supported by grants from the National Science Foundation and the National Institutes of Health. He currently serves as an associate editor of *The Journal of Finance*. Professor Metrick received a B.A. in Economics and Mathematics from Yale in 1989 and a Ph.D. in Economics from Harvard in 1994.

Prof. Pierre Azoulay

Biography:



Professor Azoulay joined the MIT Sloan School faculty in July 2006. In his research, he investigates how organizational design and social networks influence the productivity of R&D in the health care sector. Currently, he is studying the impact of superstar researchers on the research productivity of their colleagues in the academic life sciences. He is also interested in the topic of academic entrepreneurship, having recently concluded a major study of the antecedents and consequences of academic patenting. In the past, he has researched the outsourcing strategies of pharmaceutical firms, in particular the role played by contract research organizations (CROs) in the clinical trials process. He teaches courses on strategy and technology strategy. Professor Azoulay is also a faculty Research Fellow at the National Bureau of Economic Research. From 2001 and 2006, he was Associate Professor of Management at Columbia University's Graduate School of Business.

Prof. Scott Stern

Biography:



Professor Stern was raised in Hauppauge, NY, and graduated with a BA degree in Economics from New York University. After working for a consulting company in New York, Stern attended Stanford University and received his Ph.D. in Economics in 1996. From 1995-2001, Stern was Assistant Professor of Management at the Sloan School at MIT, and, from 2001-2003, Stern was a Non-Resident Senior Fellow of the Brookings Institution. Stern is an Associate Professor in the Kellogg School of Management at Northwestern University, and a Research Associate of the National Bureau of Economic Research. He is also a co-organizer of the Innovation Policy and the Economy Program at the National Bureau of Economic Research, and the Academic Director of the Kellogg Biotechnology Program. He is also an Associate Editor of *Management Science*, the *International Journal of Industrial Organization*, and the *Journal of Business and Economic Statistics*, a Contributing Editor to the *Antitrust Law Journal*, and serves on the Board of Management of the International Schumpeter Society. In 2005, Stern was awarded the first Ewing Marion Kauffman Prize Medal for Distinguished Research in

Entrepreneurship. Stern explores how innovation - the production and distribution of "ideas" - differs from more traditional economic goods, and the implications of these differences for business and public policy. Often focusing on the pharmaceutical and biotechnology industries, this research is at the intersection between industrial organization and the economics of technical change. Recent studies examine the determinants of R&D productivity, the role of incentives and organizational design on the process of innovation, and the drivers of commercialization strategy for technology entrepreneurs. A key conclusion from this research is that, particularly for start-up innovators, the ability to translate "ideas" into competitive advantage depends on subtle elements of the firm's microeconomic and competitive environment. Effective management of innovation depends on the integration between the firm's commercialization strategy, research organization, and technology development choices.

Dr. Loren Smith

Biography:

Loren K. Smith has been a staff economist at the Federal Trade Commission since the Fall of 2005. He received his Ph.D. from the University of Virginia in August of the same year. His research interests are in industrial organization and applied econometrics. In his dissertation, he developed and estimated a structural model of the market for new and used commercial aircraft. In his more recent research, he has studied entry and pricing in markets for generic pharmaceuticals.

Dr. Suzanne Majewski

Biography:

Sue Majewski is an Economist with the Department of Justice Antitrust Division, where she has been employed for eight years. She wrote her dissertation at the University of California at Berkeley on the effect of capital constraints on the choice and timing of biotechnology strategic alliances. In her time at the DOJ, she has focused on matters involving intellectual property and innovation in a variety of industries including telecommunications, computer software, consumer electronics, music distribution, agricultural biotechnology, and biotechnology tools. Sue participated in the FTC-DOJ Joint Hearings on Intellectual Property, and has been involved in several Antitrust Division reviews of patent pooling agreements. She was the Victor Kramer fellow at Harvard Law School in 2003-2004, and was a recipient of the Attorney General's Distinguished Service award for her work on the Microsoft case in 2005.

Dr. James Barrett

Biography:



Jim joined NEA in 2001 as a General Partner. He specializes in biotechnology and works with members of NEA's healthcare investment group on medical devices, healthcare information systems and healthcare services companies. Present board memberships include CoGenesys, GlycoMimetics, Inhibitex, Inc. (NASDAQ: INHX), Iomai Corporation, Nucleonics, Inc., Peptimmune, Inc., Pharmion Corporation (NASDAQ: PHRM), Ruxton Pharmaceuticals, Inc., Sensors for Medicine and Science, Supernus Pharmaceuticals, and Targacept. He also serves on the board of MedImmune. Prior to NEA, Jim served as Founder/Chairman/CEO of Sensors for Medicine and Science (1997- 2001) where he remains Chairman. Prior to that, he was Chairman/CEO of Genetic Therapy (1987 - 1995), President/CEO of Life Technologies (1985 - 1987), and President/CEO of Bethesda Research Labs (1982 - 1983). Prior to 1982, Jim worked in various divisions of SmithKline. NEA and Jim have worked together since 1982 when he was recruited to run Bethesda Research Laboratories, which merged with Life Technologies. NEA then backed Jim at Genetic Therapy and later at Sensors for Medicine and Science. Jim received a Ph.D. in Biochemistry at the University of Tennessee, his MBA from the University of Santa Clara, and a BS in Chemistry from Boston College.

Mr. Gerald Quirk

Biography:

Gerald E. Quirk has served as Vice President & General Counsel of Infinity Pharmaceuticals, Inc., an oncology drug discovery and development company located in Cambridge, Massachusetts, since September 2006. Prior to joining Infinity, Mr. Quirk spent 8 years in progressively-responsible legal and business development positions at Genzyme Corporation, having most recently been responsible for the provision of all non-patent legal services to Genzyme's oncology, biosurgery, and cardiovascular divisions. In this role, Mr. Quirk negotiated and drafted numerous licensing and collaboration agreements and evaluated and completed several business combination transactions. In this regard, Mr. Quirk became immersed in antitrust law in connection with Genzyme's acquisition of ILEX Oncology, Inc., which resulted in the entry of an FTC consent order in December 2004. Mr. Quirk began his career as an associate in the business law department and biotechnology practice group at Palmer & Dodge LLP, a Boston law firm. He earned his J.D. from Northeastern University School of Law, an Ed.M. in Educational Administration from Harvard University, and a B.A. in Political Science from Swarthmore College.

Dr. Peter Rankin

Biography:



Peter Rankin is a Principal at Charles River Associates. Peter specializes in the economic and strategic evaluation of the health care and pharmaceutical industries. Dr. Rankin's health industry research includes analysis of attempted monopolization, demand for medical services, and the cost implications of antitrust waivers for health care providers. His pharmaceutical research includes assessment of monetary damages from intellectual property disputes, optimal market segmentation for new product pricing, product line valuation, and product reimbursement strategies. While a doctoral candidate at Duke University, Dr. Rankin was researcher at the Center for Health Policy, Law, and Management, where he published papers on hospital conversions; medical malpractice; and managed care quality, satisfaction, and participation. His recent research evaluates pricing and product differentiation in the Medicare managed care market.

Economics of Direct to Consumer Advertising:

Maureen Ohlhausen

Biography:

Maureen Ohlhausen is the Director of the Office of Policy Planning of the Federal Trade Commission, where she has worked since September 2001. The Office of Policy Planning coordinates the Commission's competition advocacy program, through which the Commission advises federal and state legislatures, other federal agencies, and courts about the likely effects of their actions on consumers and markets. From 1998 to 2001, Maureen served as an attorney advisor for FTC Commissioner Orson Swindle, advising him on both competition and consumer protection matters. Maureen started at the Federal Trade Commission in 1997 in the General Counsel's Office. Before coming to the Commission, Maureen worked at the U.S. Court of Appeals for the D.C. Circuit from 1992 to 1997. While there, she served as a law clerk for Judge David B. Sentelle. Maureen also clerked for Judge Robert Yock of the U.S. Court of Federal Claims from 1991 to 1992. She graduated with distinction from George Mason University School of Law in 1991 and is a 1984 honors graduate of the University of Virginia. She is a frequent speaker on competition and consumer protection topics.

Prof. Ginger Jin

Biography:



Ginger Z. Jin, Assistant Professor of Economics, received her Ph.D. in Economics from the University of California, Los Angeles in 2000 and then joined the University of Maryland Faculty. Her research interests are in information economics, with an empirical focus on regulatory issues in industrial organization and health economics. Recent work includes "Competition and Disclosure Incentives: the Case of HMOs" (*Rand Journal of Economics*), "The Effect of Information on Product Quality: Evidence from Restaurant Hygiene Grade Cards" (*Quarterly Journal of Economics*, with Phillip Leslie), and "The Effects of Direct-to-Consumer Advertising in the Prescription Drug Markets" (*Journal of Economics & Management Strategy*, with Toshi Iizuka). She has also conducted field experiments studying fraud, quality and reputation issues in eBay trading of baseball cards, as well as professional grading of baseball cards.

Jayani Jayawardhana

Biography:

Jayani Jayawardhana is a Ph.D. candidate in economics at University of Virginia and a Research Associate at the Center for Health Economic and Policy Studies at the Medical University of South Carolina. Her research focuses on the welfare effects of direct-to-consumer advertising of pharmaceuticals.

Prof. David Bradford

Biography:



Dr. Bradford is a Professor in the Department of Health Administration and Policy, and Director of the Center for Health Economic and Policy Studies at the Medical University of South Carolina. Dr. Bradford has numerous publications (both in peer reviewed outlets and in book chapters) and professional presentations. In addition, he has significant experience with conducting funded research as principal investigator and co-investigator. Much of Dr. Bradford's research focus over the last three years has been on the impact of direct to consumer advertising for pharmaceutical drugs. He has presented nationally and internally on this topic. Dr Bradford is currently funded by the National Heart Lung and Blood Institute and the Agency for Healthcare Research and Quality to explore the influence of advertising on both patients and physicians. These projects examine the impact of DTC on the use of Cox-2 inhibitors for the treatment of osteoarthritis and statin therapy for the treatment of hypercholesterolemia. Dr. Bradford and his collaborators are using a unique panel of individual patient medical records to understand how direct to consumer advertising impacts such processes as patients seeking diagnosis and treatment, prescribing and duration of therapy, switching of therapies, adherence to therapy, and clinical outcomes. In addition to his

work on direct to consumer advertising for prescription drugs, Dr. Bradford is also leading a series of projects that explore the role of individual time preferences on health behaviors and the demand for preventative health care.

Dr. Jeffrey Yau

Biography:

Jeffrey Y.C.P. Yau is an economist at the Federal Trade Commission. His research focuses on empirical public policy and the economics and econometrics of program evaluation, applying to examine the effect of school vouchers on student achievement in the U.S., to study the racial/ethnic inequality of schooling achievement, and to quantify the impact of a large-scale, community-based, health intervention implemented in Madagascar since 1999, a project he collaborates with economists at the World Bank. Jeffrey has a Ph.D. in economics from the University of Pennsylvania, a B.Sc. in Mathematics, and a B.A. in economics from UCLA. He has worked as a tenure-track, assistant professor at the Department of Economics of Virginia Tech, a research assistant for Professors Duncan Thomas, Mark Pauly, and Dan Polsky, a summer intern at the World Bank's Development Research Group, and a summer fellow at the Mathematica Policy Research, Inc.

Dr. Richard Manning

Biography:

Richard Manning, Ph.D. is Senior Director of Corporate Policy for Pfizer Inc Corporate Affairs in New York City. His team provides economic analysis for strategic decision making on public policy issues, and serves as a link to outside academic economists to foster research on key public policy issues. Manning came to Pfizer in February of 1997 from Brigham Young University where he had been an economics professor since 1989. He spent the 1995-96 academic year as a visiting professor at the University of Chicago's Graduate School of Business. Manning's teaching and research focused on the economic analysis of law and the economics of government regulation. Manning received his Master's and Ph.D. degrees from the University of Chicago's Department of Economics, completing his studies in December 1989. He graduated *magna cum laude* in economics from Brigham Young University in 1982. He and his wife, Rochelle, have four children, Rachel, Christopher, Arrin and Benjamin.

Dr. William Encinosa

Biography:

William Encinosa, Ph.D., is a senior economist in the Center for Delivery, Organization and Markets at the Agency for Healthcare Research and Quality, where he is in charge of AHRQ's Health Care Markets and Managed Care initiative. His current research includes the economics of medical errors, malpractice tort reform, pharmaceutical drug cost-sharing, and bariatric surgery for the obese. His research has appeared in numerous media outlets, such as the NBC

Today show, CBS's *The Early Show*, *National Public Radio*, the *New York Times*, *USA Today*, the *Washington Times*, and *Forbes*. Prior to joining AHRQ, Dr. Encinosa was a Robert Wood Johnson Scholar in Health Policy Research at the University of Michigan. His latest book with Alan Cohen and Ruth Hanft is *Technology in American Health Care: Policy Directions for Effective Evaluation and Management*, University of Michigan Press, 2004.

Dr. Jack Calfee

Biography:



Jack Calfee is a Resident Scholar at the American Enterprise Institute. Calfee studies pharmaceuticals, the Food and Drug Administration, health care policy, advertising, the tort liability system, and tobacco. He is the author of *Prices, Markets, and the Pharmaceutical Revolution*. Calfee writes for AEI's *Health Policy Outlook* series. He has a Ph.D. in Economics from Berkeley. He has taught at Boston University and the University of Maryland and was an economist at the FTC.

Prof. Marta Wosinska

Biography:



Marta Wosinska (pronounced: voh-SHEEN-skah) is an Assistant Professor at the Harvard Business School where she teaches the required first year MBA course in marketing. She also is affiliated with the HBS Healthcare Initiative because of her interest in healthcare, particularly in pharmaceuticals. Her research focuses on the effectiveness of marketing instruments on patient acquisition and retention. Her work on direct-to-consumer advertising and on mail pharmacies has been received with a considerable interest by pharmaceutical manufacturers, health insurance companies and governmental agencies such as the Food and Drug Administration and the Federal Trade Commission. Her publications have appeared in leading marketing and policy journals such as the *Journal of Marketing Research* and *Health Affairs*. Marta received her Ph.D. in Economics from University of California at Berkeley. She also holds an undergraduate business degree (B.S.) from Arizona State University. Prior to starting her graduate studies, she worked as a sales and customer service representative for a firm offering foreign language training to large corporate clients.