Rosa & Co. participated in the 2016 Roche Quantitative Systems Pharmacology (QSP) Methodology Workshop

San Carlos, CA – February 9, 2016. Rosa & Co. LLC, the leading commercial drug development advisory firm with expertise in PhysioPD™/QSP, today announced their participation at the 2016 Roche QSP Methodology Workshop held on February 4th & 5th, 2016 in Basel, Switzerland.

In recent years, QSP has emerged as a powerful research approach that enables scientific insight and informs early discovery to clinical development decisions. The most innovative R&D organizations in the industry are increasingly adopting QSP as an essential research component for more informed decision-making. Rosa's participation in this workshop further demonstrates its commitment to expanding the adoption of QSP into a standard research method used within the pharmaceutical industry.

Dr. Christina Friedrich, Chief Engineer at Rosa, recently published an article on QSP model qualification, and participated in the workshop that brought together key opinion leaders from industry and academia to make a substantive contribution toward even broader implementation of QSP. The workshop capitalized on the group's accumulated experience and applications to review and discuss evolving methodologies in the field.

> *"We were pleased to participate in the Roche QSP Methodology Workshop to share Rosa's perspective, gained from over a decade of experience growing our practice, on modeling processes, and the impact of modeling on the pharmaceutical industry."*
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> *-Dr. Ron Beaver, Founder, Chairman, and CEO, Rosa & Co. LLC*

About Rosa
Rosa supports clients with their critical decisions – from preclinical through clinical development – by creating and using customized PhysioPD™ Research Platforms that connect mechanisms to outcomes. PhysioPD Platforms are used to simulate normal and disease physiology, drug action, patient variability, and trial outcomes. Rosa's clients are involved in Platform creation, testing, and biological simulation research. Clients retain the Platform as a program asset to support decisions and future research. Rosa's staff has unparalleled professional experience applying biological modeling and simulation research to accelerate drug development and has over 13 years of client engagements in virtually all therapeutic areas. Rosa is unique in its breadth and depth of disease area experience, including metabolic diseases, immuno-oncology, oncology, cardiovascular, inflammation, immune dysfunction, central nervous system disorders, dermatology, rare disease, and antibacterial/antiviral biology. For more information, visit http://www.rosaandco.com/news.html.

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