



Drug Development Advisors
Driving Scientific Innovation Since 2002

Rosa & Co. to present at the 7th Annual Shanghai Symposium on Clinical and Pharmaceutical Solutions through Analysis (CPSA Shanghai 2016): Innovative Approaches to Reduce Attrition and Predict Clinical Outcomes

San Carlos, CA – April 12th, 2016. Rosa & Co. LLC, the leading commercial drug development advisory firm in Quantitative Systems Pharmacology (QSP)/PhysioPD™, today announced that Ms. Sharan A. Pagano, Senior Vice President of Scientific Alliances will present at the **7th Annual Shanghai Symposium on Clinical & Pharmaceutical Solutions through Analysis** on Friday, April 22nd, 2016. The conference focuses on the current industrial landscape and the global need to bring products to market faster. The program promotes discussion and exchange of experiences, ideas, and visions and will highlight speakers and sessions that provide real-world experiences with new technologies and critical insights into current challenges and future needs.

Ms. Pagano's talk, entitled "*Mechanistic Physiological PhysioPD™ Models in Drug Development: A Proven Quantitative Systems Pharmacology (QSP) approach*" will focus on the process of creating and conducting research using PhysioPD Platforms to drive scientific innovation in the pharmaceutical industry. PhysioPD Platforms are QSP models designed with multidisciplinary client team input. The PhysioPD research approach is planned to impact client decisions and has been successful across many therapeutic indications.

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 PhysioPD Models as an essential research component for more informed decision-making. Rosa's participation in this international conference further demonstrates its commitment to expanding the adoption of QSP into a standard research method used within the pharmaceutical industry.

"Rosa & Co. is honored to share our perspective, gained from over 13 years of experience growing our practice, on modeling processes, the groundbreaking Model Qualification Methodology, designed by Rosa, and the impact of PhysioPD-based biological research to support decision-making in the pharmaceutical industry."

- Dr. Mike Reed, Chief Scientist, PhysioPD, 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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