

## **Rosa & Co. to Present Research Results with a Poster at the 2016 World Conference on Pharmacometrics (WCoP)**

**San Carlos, CA – August 11, 2016.** [Rosa & Co. LLC](#), the leading commercial drug development advisory firm with expertise in Quantitative Systems Pharmacology (QSP)/[PhysioPD™](#), today announced their participation and presentation of a poster at [2016 WCoP](#) to be held on August 21-24<sup>th</sup>, 2016 in Brisbane, Australia. The conference will bring together leading international researchers, academics, clinicians and educators to foster discussion and exchange of experiences, ideas, and visions to promote pharmacometrics research and methodology globally.

Dr. Mike Reed, Chief Scientist, PhysioPD at Rosa, will present a poster entitled “Application of a quantitative systems pharmacology (QSP) model to evaluate xCT inhibition as a target for central nervous system diseases.” The poster will demonstrate that development of a Central Nervous System PhysioPD Research Platform is an illustrative research case of the key role that PhysioPD modeling can play in providing quantitative integration of internal and external knowledge, elucidating mechanistic insight, and supporting decisions in early stage drug discovery.

In recent years, PhysioPD Platforms have emerged as a powerful research approach that enables scientific insight and informs decisions from early discovery through clinical development. 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 PhysioPD into a standard research method used within the pharmaceutical industry.

*“Rosa & Co. is honored to share the results of our innovative research and that of our clients, and are honored that our submitted presentations were accepted for inclusion in the WCoP 2016 meeting.”*

*- 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, and antibacterial/antiviral biology. For more information, visit <http://www.rosaandco.com/news.html>.

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