

## **Rosa & Co. to Present Research Results with a Poster at the 4<sup>th</sup> World Parkinson Congress (WPC)**

**San Carlos, CA – September 13, 2016.** [Rosa & Co. LLC](#), the leading commercial drug development advisory firm with expertise in quantitative biological [PhysioPD™ modeling](#), today announced their participation and poster presentation at the [4<sup>th</sup> World Parkinson Congress](#) to be held in Portland, Oregon on September 20–23, 2016. The conference will provide an international forum for dialogue on the latest scientific discoveries, medical practices, and caregiver initiatives related to Parkinson’s disease.

Dr. Christina Friedrich, Chief Engineer, PhysioPD at Rosa, will present a poster entitled “Development of a qualitative systems pharmacology model to support hypothesis generation and testing for Parkinson’s disease” on Friday September 23, 2016 at 11:30am to 1:30pm. The poster will demonstrate that the research team identified key biological uncertainties and hypotheses and recommended focused laboratory experiments to gain a better understanding of synuclein function in Parkinson’s disease.

In recent years, [PhysioPD](#) has 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 Research 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 pleased to share the results of our innovative research and that of our clients, and are honored that our submitted presentation was accepted for inclusion in the WPC 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 and are used to research and 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 Platforms 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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