



October 11, 2016

SSI Strategy acquires Scientific Advantage to extend its Medical Affairs operational strategy and execution capabilities.

September 13, 2016, Parsippany, NJ — SSI Strategy expands its capabilities and grows its team through the acquisition of Scientific Advantage. Together we extend our capabilities and offer the pharma, biotech, and device industries a comprehensive array of services dedicated to Medical Affairs and Medical Science Liaisons. We provide **Medical Affairs consulting and services to Life Science companies** across the globe, helping them optimize strategies, enhance performance and maximize outreach to the medical community.

SSI Strategy, with the new expertise that the Scientific Advantage team brings, creates a formidable **Medical Affairs and Pharmacovigilance consulting, operations, and training firm**. Collectively, the two firms have been in the Medical Affairs and Medical Liaison business for more than 15 years. Our Medical Affairs experts and experienced business consultants have **supported Life Science companies in launching products and executing Medical Affairs strategies across therapeutic areas**.

As the Founder of Scientific Advantage, **Dr. Robin Winter-Sperry** built a great team and robust Medical Affairs strategy, MSL field optimization, and scientific content development capabilities. “The addition of the Scientific Advantage team members and capabilities to SSI Strategy’s existing Medical Affairs Strategy and Operational Consulting capabilities will allow our newly expanded team to help our clients achieve their objectives in new and better ways” states Doug Locke, President of SSI Strategy.

About SSI Strategy

SSI Strategy is a boutique management consulting firm that has design a unique model to support the needs of scientific functions within Life Science companies. Blended teams of experienced medical experts and business consultants have the requisite knowledge to solve the industry’s most complex problems and the capabilities to execute those solutions.

About Scientific Advantage

Scientific Advantage is a Medical Affairs and Medical Science Liaison company offering a suite of services from structure to strategy including innovative Medical Affairs solutions such as Training, SOP creation/revision, Scientific Training Manuals, Content Development, and Regulatory and Compliance services. These robust capabilities are now incorporated into SSI Strategy’s service offerings.

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