

## Piramal subsidiary acquires Abacus International

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**Bangalore:** Piramal Enterprises' subsidiary Decision Resources Group, one of the world's leading research and advisory firms focusing on healthcare insights and analysis, has acquired Abacus International, a pioneer in evidence-based global market access solutions for many of the world's leading healthcare companies.

The acquisition will result in a significant global expansion of Decision Resources Group's market access capabilities. Abacus will be part of the Market Access Business Unit at Decision Resources Group that currently includes the brands Fingertip Formulary, HealthLeaders-InterStudy, PharmaStrat and Pinsonault.

Abacus offers integrated market access solutions across the entire product lifecycle from payer strategy, through technical disciplines such as modeling and systematic review to value communications and health technology assessment (HTA). An in-house multimedia team enables Abacus to differentiate their service offering using innovative software solutions including web, mobile and iPad applications.

"Abacus brings to the table a unique combination of technical excellence and robust, evidence-based analysis resulting in solutions that are well-designed to address the needs of our healthcare clients," said Mr Jim Lang, president of the market access business unit at Decision Resources Group. "Besides expanding our global market access services and products, the acquisition also allows us to now offer market access capabilities for the medical device and diagnostic industry as well as to significantly expand our commercial support capabilities, with industry-leading mobile communication tools."

"We are excited to continue our growth as a Decision Resources Group company," said Mr Simon Howard, CEO, Abacus International. "We view this acquisition as a major step toward becoming a fully integrated global market access solutions provider. Our team of experienced health economic and market access specialists look forward to incorporating the market and payer research data held by sister companies at Decision Resources Group to improve our payer insight and value communications deliverables."