

## **TGaS® Partners with MATRIX Healthcare to Serve Canadian Pharma Organizations**

### ***Advisory Firms Team Up to Create Peer Networks for Patient Support Programs, Reimbursement and Commercial Operations***

E. Norriton, Penn., Feb. 14, 2017. [TGaS® Advisors](#), a US benchmarking, advisory services and network facilitation firm for biopharmaceutical commercial organizations, has announced a new partnership with [MATRIX Healthcare Strategists](#), a consulting firm focused on pipeline assessments and launch planning, brand strategy and commercial execution for Canadian pharmaceutical companies. The two firms are also working together to create the Canadian Life Sciences Networks (CLSN), collaborative peer networks designed to increase the impact of key functions by providing a fact-based, outside-in perspective; actionable, practical, unbiased advice; and extensive peer access.

One of the first efforts of the partnership is the creation of three peer networks: Patient Support Programs, Access & Reimbursement and Commercial Operations. This new venture, created exclusively for Canadian biopharmaceutical companies, will provide insight and advice on such issues as allocation of resources, structural changes, new capabilities, industry best practices and opportunities for improvement.

MATRIX Healthcare partner Ian McQueen said, “This is a powerful partnership, blending our deep expertise in the Canadian pharmaceutical market with TGaS Advisors’ decade-plus of robust comparative intelligence and collaborative network experience in the commercial sector.”

Tim Wohlgemut, who heads TGaS Insights, also celebrated the partnership. “Our complementary expertise in all aspects of pharmaceutical marketing and commercial operations will provide unique benefits to Canadian companies seeking to learn ‘how other pharmaceutical companies do it,’ as we share the in-depth TGaS perspective.”

Those interested in more information can contact Tim Wohlgemut, [tim.wohlgemut@tgas.com](mailto:tim.wohlgemut@tgas.com), or Ian McQueen, [imcqueen@matrixhealthcare.ca](mailto:imcqueen@matrixhealthcare.ca).

#### **About MATRIX Healthcare**

MATRIX is a healthcare consulting firm focused on pipeline assessments, launch planning, brand strategy and commercial execution for Canadian pharmaceutical companies. MATRIX was founded in 2014 by three tenured pharmaceutical professionals, Steve Bird, Ian McQueen and Bill McLay. The partners have 50+ years of Canadian pharma experience and have executed more than 100 engagements to date. Visit MATRIX at <http://www.matrixhealthcare.ca>.

#### **About TGaS® Advisors**

TGaS Advisors is the leading benchmarking and advisory services firm for commercial organizations in the life sciences industry. With a roster of top 50, emerging and precommercial life sciences companies, TGaS provides robust comparative intelligence and collaborative network membership services. The team includes more than 60 experienced professionals, most with senior level experience in the life sciences and related industries. To learn more, visit [www.tgas.com](http://www.tgas.com).