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## Market Insights for Life Science Professionals Kicking Off 2008

The publishers of Pulse© are pleased to announce today's launch of TCG's new website at [www.t-c-group.com](http://www.t-c-group.com). In addition to a new look and feel, it offers a number of highly accessible (and free) White Papers offering valuable market and industry insights that will help you succeed in the constantly changing US and European life sciences industries.

A partial selection of White Papers currently available on the site includes:

- **10 Business Trends to Observe in 2008**  
In this special White Paper, TCG identifies 10 pharmaceutical and medical device industry trends that can create significant opportunity for you in 2008.  
[Read more ...](#)
- **Partnerships with European Life Sciences Companies**  
In this paper, a reprint from the Triangle TechJournal, you can read about the pros and cons of why a life sciences company from the US would want a deal in Europe.  
[Read more ...](#)
- **Maximizing Value in a Reimbursement Sensitive Market**  
Getting FDA approval is the first crucial step in bringing a product to market, but negotiating optimal reimbursement with payers should have the same priority. This TCG White Paper discusses the Do's and Don'ts that virtually everyone with a new product in the industry should know when they deal with the realities of today's market.  
[Read more ...](#)

- **Market Development in the Life Sciences Industry**

This paper will give you insights into what executives should do to avoid the failures that come from the too-common belief that customers will automatically welcome their new medical device or pharmaceutical, and that success is a "given."

[Read more ...](#)

- **US Markets for German Life Sciences Companies (in German)**

To support the European market, TCG has a new office in Heidelberg, Germany, and encourages you to watch for the new German version of the website in February 2008. TCG has also published two special White Papers that describe the unique characteristics of the North American market, as well as the opportunities and risks that European companies face when doing business in the US.

[Read more ...](#)

We hope you enjoy these articles and the new website and that you will give your comments and feedback. Our continuing goal is to give you quick and concise insights into best industry practices for maximizing the value of products, pipelines, and brands in the healthcare industry.

**To contact the publisher and editor of Pulse, or to learn more about how TCG can help you, please contact [rkeefe@tcgbiopharma.com](mailto:rkeefe@tcgbiopharma.com).**

#### **UPCOMING EVENTS:**

To help our North American and European subscribers develop valuable cross-Atlantic strategic partnerships in ways that are both cost effective and highly productive, consider the following two conferences in the next few months. Both are modeled after the highly successful BIO-Europe Meeting held in Hamburg, Germany, in November 2007, which generated more than 12,600 one-to-one meetings.

**[BIO-Europe Spring](#)**

*April 7-9, 2008 Madrid, Spain*

With 50 sponsors and hundreds of industry attendees, this should be an excellent networking event with the opportunity for literally hundreds of one-on-one partnership discussions. Sign-up by Feb 1 and receive an early discount. Register at the following website: <http://www.ebdgroup.com/bes/index.htm>

BioFusion 2008

*May 5-6, 2008 Atlanta, Georgia*

In addition to one-on-one meetings as described above, it will also have many company presentations, by large and small biotech and pharma companies, and panels and workshops led by industry leaders. Register at the following website:

<http://www.ebdgroup.com/biofusion/>

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For more information, please call 919-941-0700 or see our website:

<http://www.t-c-group.com/>