



WG Consulting

COMPANY PROFILE

WG Consulting is an international market access and healthcare solutions consultancy with offices in New York and London. We tightly align clinical, HEOR, and payer analytics across all stages of a products lifecycle and are experts in the development of holistic, evidence-based strategies to help optimize brand performance in an ever-changing healthcare market. Our cross-functional team provides strategic insight, tactical implementation support and robust project management to deliver cohesive and integrated market access programs that work. We are leaders in helping our clients make business-critical decisions in the full context of their market environment. We work in partnership with internal and external stakeholders to develop value propositions that align with customer need and help maximize brand success.

From R&D phases to pre-launch to launch to life-cycle management, we provide solutions across all therapeutic areas, tailored to specific client needs. These can be delivered across a variety of platforms. Our health economic models have stood up against the toughest health technology assessment committees and our strategic support has helped launch blockbusters and small, targeted therapies alike.

Our integrated approach helps to ensure that key brand decisions are based on understanding the full picture. WG programs help healthcare professionals manage change, better define value and deliver quality outcomes for patients. We facilitate the synergies between clinicians, payers and pharmaceutical companies.

What really makes WG so special is its workforce. Our team of consultants includes health economists, physicians, pharmacists, management consultants and researchers from around the world. We bring the best experience and knowledge to each client's problem, no matter where the professional is located.

COMPANY INFO



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Year Founded: 1996

Employees: 70

Holding Company: ghg, a division of WPP

Sample Clients: Novartis, Pfizer, Johnson & Johnson,
Roche, Bayer, GlaxoSmithKline, Celgene, Merck

Office Locations: New York and London

Our clients include global life sciences industry organizations (pharmaceutical, biologic and medical technological companies), European and U.S. healthcare providers, the public and commercial sector and academia.

SERVICES AND OFFERINGS

- Health Economics and Outcomes Research Services including health economic modeling
- Market Access Consulting
- Payer and provider research
- Value Development and Communication
- Global Landscape Assessments and market sizing
- Meta-Analysis and Mixed Treatment Comparison
- HTA Submissions
- Real-world data generation, analyses and publications