



## **SPHERIX GLOBAL INSIGHT GMBH ANNOUNCES ACQUISITION OF RARE INSIGHTS LLC**

*Acquisition expands high quality insights services to rare diseases and a focus on integrating the patient perspective into core offerings*

**September 30, 2015 – Zug, Switzerland** – In line with organizational strategy to offer unparalleled insights across professional and patient groups, Spherix Global Insights has acquired Rare Insights LLC, an insight and strategy group with a unique focus on rare and complex conditions. Owner and President of Spherix Global Insights, Jennifer Robinson, stated “This acquisition accelerates our plans to add syndicated and custom patient insights to our suite of products. With the voice of the patient becoming an increasingly important consideration in drug development, we see an opportunity to offer clients insight and guidance about this important decision-making group”.

Robbie McCarthy, owner and principal of Rare Insights LLC, joins the senior management team of Spherix Global Insights as VP of Patient Insights and Rare Diseases. According to Mr. McCarthy, “Working with patients and caregivers living with rare or complex diseases requires a different approach. The communities are fractured, people are confused, isolated and vulnerable. They often need to seek out others like them for insight and support. They become experts in their own conditions and as such they are highly influential when it comes to treatment choice and use. Our unique approach enables us to recruit those hard to find patients and uncover critical insights into the beliefs and behaviors that patients have about their disease and related treatments. With our proprietary interpretive frameworks and our extensive commercial experience, we are able to bridge from insights to real world recommendations that can inform successful drug development, strategy and marketing, and that’s really what clients want and need”.

The initial focus will be on developing the Patient Dynamix offering for patients with complex diseases in our core specialty areas of nephrology, neurology, pulmonology and rheumatology. The Patient Dynamix series will leverage the Spherix Network, a proprietary group of highly engaged physicians and patients, to intimately understand the impact of the treatment paradigm from both the patient and physician vantage points.

### **About Spherix Global Insights**

Spherix Global Insights is a newly established business intelligence and market research company headquartered in Zug, Switzerland with US offices in Cambridge, MA. Our aim is to apply our commercial experience and unique relationships within core specialty markets to translate data into insight, enabling our clients to make smarter business decisions.

### **About Rare Insights, LLC**

Rare insights LLC is a market research and strategic consultancy focused on understanding and profiling the everyday experiences of patients with rare diseases and complex conditions, including their critical interactions with caregivers and physicians. Our proprietary methods and experience with these target groups help us support our clients to shape effective commercial strategy. [www.rare-insights.com/](http://www.rare-insights.com/)

### **For more information**

Contact:

Katharina Skwara, Marketing Manager

Telephone: +41 (0) 41 747 18 76

Email: [info@spherixglobalinsights.com](mailto:info@spherixglobalinsights.com)

[www.spherixglobalinsights.com](http://www.spherixglobalinsights.com)