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Pharmaceutical Strategic Initiatives Adds Veteran Medical Affairs Specialist, Jeffrey S. New, to Management Team

PSI's Vice President of Medical Activities brings broad experience in launching products, opening call centers, building virtual medical library.

RESEARCH TRIANGLE PARK---Pharmaceutical Strategic Initiatives (PSI), the leading provider of medical affairs strategic consulting and content development services to pharmaceutical, biotech and medical device companies, has hired Jeffrey S. New, BS, PharmD, as Vice President of Medical Activities. Dr. New will be based in Research Triangle Park.

Dr. New joins PSI as the company celebrates its 22nd year. PSI has worked on hundreds of projects dealing with strategic consulting, opinion-leader management, high-level content development and health outcomes research with both large and emerging life sciences companies. PSI focuses on six therapeutic areas:

- Cardiovascular
- Bone and Metabolism
- Oncology
- Pain
- Respiratory
- Specialty Therapeutics

Dr. New brings more than 17 years of pharmaceutical experience to PSI. His most recent work includes senior management responsibilities related to medical information, field-based medical liaisons, drug development strategy, drug safety/pharmacovigilance, and medical education and publications.

PSI Founder and President, Charles Carter, PhD, calls Dr. New an innovator in medical affairs, bringing valuable clinical and industry experience in the life sciences to PSI. "We are the most experienced provider of strategic services across the pharmaceutical, biotech, and medical device industry," says Dr. Carter. "Jeff brings the clinical and industry experience that the Medical Affairs Departments of our corporate clients require to successfully development and implement their integrated medical affairs strategies."

"PSI is the smartest, fastest and safest solution for providing strategic services to emerging biotech, medical and pharmaceutical companies that are on the cutting edge of research," adds Dr. New. "I look forward to helping our clients bring life saving medicines and medical devices to production."

Prior to joining PSI, Dr. New was Director of Medical and Scientific Affairs at DEY, L.P., Inc, a subsidiary of Mylan Inc. in Napa, California.

About Pharmaceutical Strategic Initiatives

PSI is the leading provider of medical affairs strategic consulting and content development services to the pharmaceutical, biotech and medical device industry. Since 1988 PSI has worked on hundreds of engagements dealing with strategic consulting, opinion-leader management, high-level content development and health outcomes research with both large and emerging life sciences companies. For more information about PSI, contact Mary Messina at 919.314.1380 or visit www.psillc.com.