



**To Our Future Team Members:**

Clarus Health is a leading health care consulting company, as well as a small entrepreneurial community. It is my pleasure to introduce you to our team, our work, and our culture.

We offer a unique proposition for individuals with an interest in both life sciences and business. While our new team members have very diverse talents and personalities, they do have some things in common. They typically have a passion for science, but have decided that "bench work" is not for them. They are articulate communicators and enjoy organizing many moving parts of a project. Without exception, they describe themselves as very organized and detail oriented.

So what do we do? We help pharmaceutical, biotechnology and device companies bring new products to market by addressing the educational and practical needs of the clinicians who will be using them. We also work with leading academic associations and medical societies to develop independent, objective educational programs that keep clinicians current on the latest advances in care. Some examples of the questions we answer through our work include, "What are the unmet needs in this therapeutic area? Should our client invest in this new product? How do physicians behave differently across regions, specialties, or practice types? What are the barriers to adopting or using a new medication and how can they be overcome? How can we improve patient outcomes by ensuring the latest research is applied to diagnosis and treatment?"

In short, as our tagline says, we "bridge science and clinical practice." Fortunately, there could not be a more exciting and relevant time for this endeavor! It is estimated that medical knowledge is now doubling every eight years, and some say it will double every 2 years by 2010. This hyper-growth in scientific discovery is creating a huge demand for new ways to ensure that advances in the laboratory are brought to the market and the medical community quickly and efficiently. Some resulting trends include increasing medical specialization; complex partnerships between industry, academia, clinicians and government and a shift to offshore research and development. In the midst of this, sophisticated technologies such as bio-informatics and bio-connectivity are speeding up the pace of change further by enabling personalized treatment, and individual monitoring and disease management. Bridging the knowledge gap by helping clinicians keep up with the latest discoveries could not be more important than it is today.

What would it be like to contribute to this effort? There is no typical day at Clarus, but a given day for a new team member may include identifying the key thought leaders in the treatment of a specific disease, working with authors, medical writers and journal editors to get important literature published, or coordinating a live educational program of 200 clinicians at an annual association meeting. And even though the projects vary, our culture is similar to the best of small companies: intellectually curious, collaborative, and supportive. Our fresh graduates tell us that the level of interaction with very senior professionals, the variety of the work, and the exposure to tangible and real-time business issues far exceeds their expectations for their first position out of school.

If a career with Clarus Health sounds like a good fit for you, I hope that I have inspired you to learn more about us.

Sincerely,

**Karen Nemetz**  
**Managing Partner**