

From : **LSCP** Global Management Team
To : Global Customers & Friends
Subject : **New Addition to LSCP Team to Increase Competency in Digital Health and Communication: Dr. Kasia Hein-Peters, new Associate Partner**

Uerikon/Zurich, Switzerland, August 22, 2022

The **LSCP** Management Team is pleased to announce the addition of **Kasia Hein-Peters, MD** to our network of Digital Health, Life Sciences Industry and Regulators professionals. As Associate Partner, Dr. Hein-Peters will support the **Enterprise Data Governance (EDG)** and **Format Free Initiative (FFI)** holistic projects for personalized patient engagement.

Before joining **LSCP**, Dr. Hein-Peters held numerous international positions in the pharmaceutical, biotechnology and medical device industries, leading enterprise strategy, strategic marketing, sales, PR and communications, medical affairs, and market access. She launched several new medicines and vaccines (with peak sales \$2B) and managed product life cycle from pre-launch to mature stages. Throughout her entire career, she was motivated by improving patient outcomes and took a patient-centric approach to strategy development and communication. She lived in Europe and US, while working at Eli Lilly, Merck/MSD, Novartis, and Sanofi, covering multiple therapeutic areas - vaccines, infectious diseases (COVID-19, hospital-acquired infections), immuno-oncology, hematology, regenerative medicine, neuroscience, ophthalmology, and urology. She holds advisory board roles in digital health and medical device start-ups.

A highly qualified health communication professional, Dr. Hein-Peters will contribute her unique set of skills and knowledge to expand **LSCP** footprint in global life science industries.

Dr. Hein-Peters is based in Las Vegas, Nevada, USA.

*“The **LSCP** Global Management Team is very pleased to have Kasia joining and becoming an active member of our global group,” says Ruedi F. Blattmann, Managing Partner at **LSCP**.*

“As our customers start moving into large data, digital and patient personalization transformation programs, she will be an important medical voice for personalized medicine and patient care.”

A very warm welcome to Kasia!

For a personal/group contact and full CV:
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About Life Sciences Consulting Partners

A global network of 65 experts, **LSCP** works with clients in biopharmaceutical, medical device, digital health industries, and with health authorities to improve Enterprise Data Governance (**EDG**) as the foundation to digital/data transformation. As the business models evolve, we develop new processes based on emerging technologies and IDMP+ standards, with measurable outcomes in delivering business value. Our core technology Partners in Structured Component Management (SCM) and advanced Semantics enable to break content silos and deliver high-quality, compliant, digital omnichannel communications.

Our guiding principles are openness, agility, reliability, trust, and professionalism.