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Michael Feehan, Ph.D., selected as one of the pharmaceutical industries' 100 "most inspiring people" BOSTON, Aug. 9

/PRNewswire/ -- Observant LLC is pleased

to announce that CEO and co-founder Michael Feehan, Ph.D. was selected as one of the "100 most inspiring people" in the July/August issue of PharmaVoice, a leading publication serving the pharmaceutical industry. Dr. Feehan established Observant LLC in 2003 with a view to developing a world class market research organization providing strategic insight to the pharmaceutical and biotechnology industries. Under his leadership, and with the support of his partners Dr. Rich Durante and Dr. Erik Coats, the firm has grown significantly and is now a preferred research supplier to leading companies. According to PharmaVoice, Dr. Feehan "has raised the bar for healthcare marketing research companies." A former clinical psychologist and Assistant Professor at Harvard Medical School, Dr. Feehan brings sensitivity to the needs of others and intense academic rigor to the management of the company and the research it conducts. Dr. Feehan steers an in-house research program independent of industry support that develops novel methodologies to address critical business questions faced in the development and marketing of new products. An ex-patriot New Zealander who has conducted and published multi-country public health research, he appreciates and leverages in depth multicultural knowledge on the global research projects he leads. Dr. Feehan anticipates sea changes in the pharmaceutical and biotechnology fields as the potential of pharmacogenomics, gene therapy, and personalized medicine begin to come to fruition. According to Dr. Feehan, "the firm looks forward to the challenge of designing market research methods that will effectively leverage individual-level patient genotypic data when assessing the market potential of new therapeutic agents."

Observant LLC is a strategic marketing research company serving clients from leading organizations in the pharmaceutical and biotechnology industries worldwide. The firm offers a full spectrum of research and consulting services including analytically sophisticated quantitative studies and best-in-class qualitative research studies. Observant LLC supports its clients by conducting strategic research in North America, Europe, Asia, South America, and Australasia. Observant LLC principals and personnel have cross-industry backgrounds in consulting and public health and have published extensively on research methods and health science. For more information about the company, or to contact Dr. Feehan, please visit: <http://www.observant.biz>.

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