

## IRI and Kline form exclusive alliance

20 February 2015 | News | By BioSpectrum Bureau

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This powerful alliance will provide a higher level of data accuracy and an unparalleled, global range of thought leadership on stimulating topics in the consumer healthcare space.

As part of this collaborative relationship, IRI will contribute its granular, widely recognized, point-of-sale (POS) market data, related insights, and thought leadership.

"This exclusive alliance will help provide our clients an unprecedented level of actionable insights due to Kline's access to a global network of consumer healthcare specialists," said Mr Bob Sanders, executive vice president and healthcare practice leader, IRI. "IRI and Kline will be able to deliver unrivaled global thought leadership and consultation in the consumer healthcare space."

Meanwhile, Kline will provide its unmatched historical database, global network, and 360-degree view of the complex OTC drug market, including its comprehensive channel coverage and vast expertise in the area of Rx-to-OTC switches.

"Kline has been analyzing and serving the OTC pharmaceuticals market since the 1960s, and this arrangement is a natural evolution towards continuous improvement of service to our clients," said Ma Laura Mahecha, Industry Manager of Kline's Healthcare Practice. "By combining Kline's comprehensive market expertise with IRI's detailed data and technology tools, we can better serve our clients who seek comprehensive market information and insights."

The collaborative thought leadership will manifest through white papers on such topics as Rx-to-OTC switch, merger, and acquisition activity and new product innovation, as well as trends and issues in international and emerging markets within the OTC drugs industry.