

Winning Combination



Sixsense Strategy Group joins Herspiegel Consulting to Offer Expanded Launch Services To Life Sciences Clients

Yardley, PA – March 13, 2023 – Herspiegel Consulting, LLC expands its world class commercialization services with the addition of Sixsense Strategy Group (SSG). By incorporating SSG's core strengths in Medical Strategy, KOL Engagement and Medical Communications, the company enhances its industry leading launch capabilities in the Life Sciences.

Herspiegel Consulting is a full-service life science consulting firm that is a leader in commercial strategy and execution. Herspiegel Consulting clients include the top pharmaceutical companies in the industry as well as biotech start-ups executing their first product launch. Sixsense Strategy Group is a leading provider of Medical Affairs launch support services, providing deep insights, tailored strategy, and inspired medical communications. This combination supports a trajectory of continued growth by enabling expanded and more comprehensive launch services globally.

"Our clients are grappling with complex commercialization challenges that span Medical, Marketing and Market Access. Bringing SSG on-board is an important step in accelerating our growth by expanding our Medical Affairs service offering to better meet the launch needs of our life science clients."

Brent Herspiegel, CEO Herspiegel Consulting

"We are truly excited about coming together with Herspiegel Consulting in a way that will provide even more value to our clients. With a comprehensive array of services that span Marketing, Market Access, Medical Affairs and Patient Services, we are well positioned to ensure our clients launch success."

Zo Ratansi, President Sixsense Strategy Group

Learn more at [HerspiegelConsulting.com](https://www.HerspiegelConsulting.com)

About Herspiegel Consulting

Herspiegel Consulting specializes in commercialization for the pharmaceutical, biotech, and medical device industries. We help our clients de-risk and accelerate commercial readiness and optimize in-line brands through impactful strategic approaches, experience-based launch planning and real world implementation. Our service offerings include strategy and execution in launch readiness, marketing, market access, medical affairs, and patient services. Herspiegel Consulting clients span start-ups executing first commercialization to Fortune 500 pharmaceutical with projects across primary care, oncology, and rare disease.

About Sixsense Strategy Group

Sixsense Strategy Group is a boutique consultancy with a focus on insights, strategy and strategic communications for the life sciences industry. We support Medical Affairs Departments in companies that are preparing to launch new therapies. Our service offerings include Medical Strategy, KOL Engagement (Advisory Boards and Strategic Working Groups), and Medical Communications. Our experience spans rare and genetic diseases and includes neurology, oncology, pulmonology, ophthalmology, hematology, immunology and mental health.