




The Access Group®



We are **committed** to deliver client-focused solutions. Day after day, our clients look to us to solve internal and external challenges. We rise to the top to deliver solutions because we've been there and we know where the road leads.



Who We Are

The Access Group is a premier professional services firm specializing in health care communications, management consulting, and selling solutions in the pharmaceutical, biotechnology, and medical device industries.

Our Mission

Our mission statement speaks to the heart of what we do as a full-service, integrated health care firm:

We are dedicated to producing strategic brand solutions that drive demand across multiple stakeholder channels throughout your product's lifecycle. We're strategic, award-winning thinkers who want to solve the challenges of your brand, from market insight and access to comprehensive advertising and selling solutions to professional education. We produce results that matter.

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Our Work



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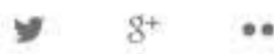
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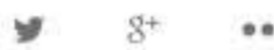
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ERIC N. BISHEA



Eric N. Bishea

Managing Partner

As a Managing Partner with the Access Group, Eric is responsible for the strategic management and leadership of Catalyst Medical Communications. Eric brings 23 years of industry experience to creating results-driven payer and purchaser marketing solutions. Since joining the firm in 2003, Eric has expertly counseled our clients on how to effectively navigate through the critical product lifecycle stages, whether it is prelaunch market shaping, first-to-market or competitive launches, or post-launch access and reimbursement. Highly regarded for his strategic development and tactical execution within commercial accounts, employers, and Medicare Parts B and D, Eric's ability to

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Eric began his pharmaceutical career in 1988 as a sales representative at Allergan Pharmaceuticals. In 1989, Eric was recruited by Searle to serve as Area Manager with a focus on women's health care and hypnotics. His role at Searle expanded into regional and national account management, market development, and channel marketing. When Searle merged with Pharmacia in 2000, Eric was asked to lead a senior account-management team in the Midwest, where his team achieved unprecedented success and recognition. Building upon a platform of sales and managed care, Eric was asked to lead the Midwest Region as a Sales Director. A distinguished military graduate who served as a captain in the United States Army, Eric holds a bachelor's degree in business administration from St. Norbert College in De Pere, Wisconsin.

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Energistically promote cross-platform innovation before real-time deliverables. Dramatically pontificate best-of-breed sources before robust quality vectors. Intrinsicly simplify standardized niche markets rather than 2.0 platforms. Holisticly revolutionize installed base initiatives via unique process improvements. Compellingly cultivate leading-edge technology without leading-edge growth strategies.

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