



Rangrhee Jung

Hye Ri Cha

HyeRang

To-N-From Pharma Service



헤랑

HyeRang's People

Make better treatment available everywhere

차 예리, Hye Ri Cha, Ph.D

Senior Consultant, Pharmacist Ph.D/chyerangus@gmail.com

- Ph.D., Pharmacology, University of Georgia
- Jeil Pharmaceutical, Co. Ltd., Medical Affairs Managing Director
- Boryung Co.. Ltd.. Development Plan and Clinical Trial Director
- Bukwang Co.. Ltd., Clinical Trial Team Leader
- Wallace Memorial Hospital, Clinical Study Manager

정 랑리, Rangrhee Jung, MSPH

Senior Consultant, Pharmacist, MSPH/rangrheejung@gmail.com

- MSPH, Health and Policy Administration, Public Health, UNC at Chapel Hill
- Nycomed/Takeda Korea, Market Access Director
- Lilly Korea, Market Access Manager
- Boryung Co. Ltd., Regulatory Affairs/BD Team Leader
- Yakup Newspaper, Monthly Magazine Assistant Editor
- Bukwang Co. Ltd., Regulatory Affairs & Marketing

Mission & Value

Make better treatment available everywhere

Our Mission

The mission of HyeRang is to make better treatment available everywhere in the world by cooperating with healthcare industries through our tailored, targeted and timely service.

Our Values

- Respect
- Excellence
- Partnership
- Expedition



Overview

Make better treatment available everywhere

At HyeRang, we understand the needs of healthcare industries as of advancing to global market. These industries encounter hardships such as a lack of understanding foreign countries' regulatory processes, each countries' unique reimbursement system, and also the cultural barriers including language differences. These difficulties deter efficient and effective communication with foreign regulatory authorities and can also result in insufficient preparation of various documents needed for regulatory applications, delaying approval process and entering to the market.

Thanks to our wealth of experience and expertise in managing the entire product life cycle, HyeRang is able to fulfill various demands of health care industries for high quality services to get their valuable products on the market without delay by providing superb and integral services.

Business Scope

Make better treatment available everywhere

Goal I

from Korea to the world

- Our professional knowledge of health care industry guarantees translations and interpretations of high quality, enabling us to expertise in preparing critical documents required by healthcare industries.
- We are also able to communicate clearly and fluently in English with foreign agencies and/or regulatory governments.

Goal II

from the world to Korea

- Our widespread experiences and networks in Korean healthcare industries allow us to provide excellent advice on clinical development and how to obtain product approvals.
- Another talent of HyeRang is identifying and recommending the most appropriate partners to many ambitious companies of the world, and this helps firms which plan to enter the Korean Market successfully.

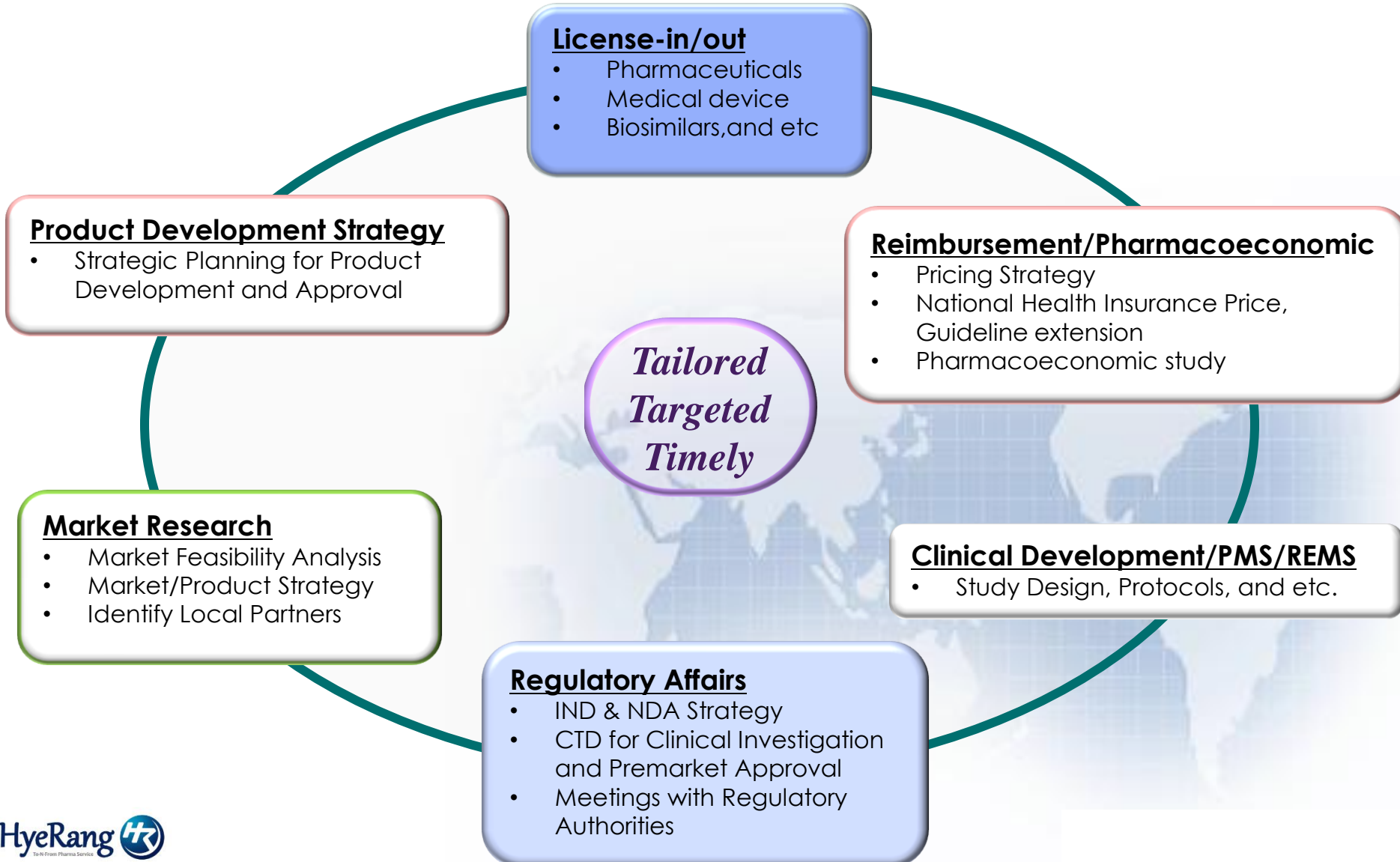
Goal III

from country to country

- With a wealth of professional knowledge and widespread experience in healthcare industry,
- HyeRang provides clear and effective documentation which is a must for product registration in every country that accepts English documents, for example ATCD members, EU, US, ROW (CIS, GCC, South America, etc.).

Services

Make better treatment available everywhere



Our Difference

Make better treatment available everywhere

1. Optimal Pricing Strategy & Successful Reimbursement

- Pharmacoeconomic analysis early in the drug development process can provide valuable input into: (i) the design of clinical and non-clinical development program; (ii) project selection and termination decisions; and (iii) the optimal pricing strategy.
- Quality Pharmacoeconomics study to enter the market with proper coverage.
- Expansion of reimbursement guideline/contingency plan

2. Smart and Streamlined Clinical Development Strategy

- Early planning on streamlined development strategy from Preclinical trials, clinical trials, regulatory approval, to reimbursement(Market access)
- Problem solving in the process of development

3. Customized Licensing-In and Out

- Understanding market in the world/local and each client needs
- Most appropriate product positioning and partner in local/region
- Satellite office in US and Korea: Speedy and accurate information/guide provided

4. IMDs to World Market

- Specially value-added products to enter the other markets with speed

Our Difference

Make better treatment available everywhere

**Hands-on
Experiences
Of 20+ years**

**1. Optimal Pricing
Strategy & Successful
Reimbursement**

**2. Smart and Streamlined
R&D Strategy**

**3. Customized Licensing-
In and Out**

4. IMDs to World Market



**Best
Outcomes**

**“We Know What to, How to,
When to, and Where to for You”**

HyeRang' s Experience & Reference

Market Access

Reimbursement & pharmacoeconomics

- 약제결정신청서
- 경제성평가
- 재정영향분석
- 간접비교
- 약가전략분석
- 비용조사
- 효용조사

Regulatory Affairs

- 의약품(신약, 개량신약, 제네릭)허가 및 임상
- 의약외품
- 의료기기

Licensing In-Out

- 희귀의약품, 신약, 제네릭

국가기관 프로젝트 참여

- 중남미 진출방안

충북대학 약학대학 겸임교수

- 경제성평가, 약가정책등

대상질환분야

- CNS
(depression, ADHD, demantia and etc.)
- Diabetes
- Cardiovascular Disease
- Cell Therapy
- Anticancer
- Bladder obstructive symptoms
- COPD
- Osteoporosis
- Etc

헤랑 주식회사는 *Make better treatment available everywhere* 라는 비전을 가지고 2013년 설립되어 유수의 다국적 및 국내 제약회사의 의약품 허가/약가, R&D 전략수립, 제품 라이선싱 인/아웃, 번역, 시장조사 등의 컨설팅 서비스를 제공해오고 있습니다. 20년 이상의 제약경험을 가진 전문컨설턴트가 고객의 needs에 맞는 전략수립과 서비스를 “tailored, targeted, timely” 제공하고 자 최선으로 다하고 있습니다.

Partners

Make better treatment available everywhere



Contact

KOREA

- ◆ rangrhee@gmail.com
- ◆ (+82)-70-7376-1584
- ◆ (+82)-10-3200-1583
- ◆ www.hyerang.com
- ◆ #2407, Tongil-ro 1010,
Eunpyeong-gu, Seoul, Korea

US

- ◆ hyerangus@gmail.com
- ◆ (+1)-310-413-2215
- ◆ (+82)-070-7526-3189
- ◆ www.hyerangus.com
- ◆ 1321 40th ST, 1E-219
Emeryville, CA 94608, USA

Thank you