



WBB Securities' Steve Brozak Speaks on Drug Development Costs at Bloomberg Healthcare Innovations Conference

The Bloomberg Healthcare Innovations Conference aims to identify promising innovations in the healthcare space

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SAN DIEGO, CA– Steve Brozak, Managing Partner and President of WBB Securities, LLC was a featured speaker at the Bloomberg Healthcare Innovations Conference, in New York City on October 2, 2012. The Conference identified promising innovations in areas such as medical devices, pharmaceuticals, and surgical procedures, as well as enabling technologies and informatics. Mr. Brozak participated in a panel titled Innovations in Pharmaceuticals.

This panel examined the challenges of developing drugs in a cost conscious environment, where government involvement continues to increase. Panel members answered questions about the best business models to succeed in current times, whether innovation should be primarily internal or outsourced and how inherent risks can be diversified. Participating in the panel with Mr. Brozak were Marion McCourt, Chief Operating Officer, AstraZeneca US and Carl C. Peck, Founder and Chairman, NDA Partners LLC.

Among other participants in the morning-long event were: Donna K. Arnett, President, American Heart Association; Jack Bailey, Senior Vice President, Policy, Payers and Vaccines, GlaxoSmithKline; Doug Busch, SVP and Chief Operating Officer, Intel-GE Care Innovations; Michael J. Dowling, President and CEO North Shore-LIJ Health System and Meghan M. FitzGerald, President, Cardinal Health Specialty Solutions.

About WBB Securities

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