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Citeline And Norstella Merge To Provide End-To-End Solutions For Pharma

Marriage Of Commercial And Clinical Capabilities

by **Scrip Team**

Publisher's Spotlight: Citeline, the publisher of *Scrip*, is to merge with fellow pharmaceutical solutions provider Norstella.

Citeline is to merge with Norstella to form a new organization with the goal of becoming an end-to-end life sciences solutions provider, helping patients access life-saving therapies.

The merger of equals will bring together the Citeline business intelligence offerings with Norstella's four pharmaceuticals solutions providers, Evaluate, MMIT, Panalgo and The Dedham Group, to help life sciences companies reach patients faster by providing clients with the intelligence and answers they need from early clinical development through to commercialization. The merger is expected to close in the second half of 2022.

Citeline (formerly Pharma Intelligence) – a leading provider of specialist intelligence, data and software for clinical trials, drug development and regulatory compliance – was recently acquired by Warburg Pincus from Informa for £1.9bn. It has a full portfolio of specialist brands, including the *Citeline* suite of products (*Trialtrove*, *Sitetrove*, *Pharmaprojects*) as well as *Biomedtracker*, *Clinerion*, *Datamonitor Healthcare*, *Pink Sheet*, *Scrip*, *Generics Bulletin*, *In Vivo*, *Medtech Insight*, *HBW Insight*, *Skipta* and *TrialScope*. (Also see "[Warburg Pincus Acquires Pharma Intelligence From Informa](#)" - Scrip, 1 Jun, 2022.)

Together, Norstella and Citeline will help pharmaceutical manufacturers plan for and overcome barriers to access at every stage in the drug development life cycle. Citeline's solutions, along with MMIT's PAR data and other complementary Norstella data assets, will be able to use Panalgo's Instant Health Data Analytics platform to produce answers to improve clients' workflow and decision-making to help products get to market quicker.

“Accelerating innovation and ensuring that every patient gets the therapy that they need is our North Star,” said Norstella CEO Mike Gallup. “By bringing clinical and commercial intelligence together – along with real-world data – the combined company will be well positioned to deliver on its mission.”

Ramsey Hashem, CEO, and Jay Nadler, executive chair, of Citeline, added, “Ultimately, this marriage of commercial and clinical capabilities will advance the mission and enable the pharmaceutical C-suite to manage portfolio strategy like never before.”