



statistical solutions

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## **S<sup>2</sup> Statistical Solutions hires Heidi C. Waters, MS, MBA, as Vice President**

*Leader in Data Mining & Economic Analysis for the Health Care Industry Expands Staff*

**Cincinnati, Ohio, November 11, 2011** - S<sup>2</sup> Statistical Solutions, Inc., a leading provider of data mining and economic analysis for medical device, diagnostic, and biopharmaceutical companies, is pleased to announce the hiring of Heidi C. Waters, MS, MBA, as Vice President. In this newly created position, Ms. Waters will establish processes to ensure operational efficiency, build capacity for growth, and assume responsibility for the development and management of integrated work plans.

"I am thrilled to have Heidi on board. Her management expertise and years of experience in outcomes research initiatives will be of great value as we continue to strategically grow S<sup>2</sup> Statistical Solutions," says Dr. Candace Gunnarsson, the company's President and Founder.

Most recently, Ms. Waters served as Global Franchise Director, Health Economics and Reimbursement for Ethicon, Inc., and Director, Outcomes Research for Janssen Services, both divisions of Johnson & Johnson. In those roles, Ms. Waters' primary responsibility was the development and execution of outcomes research strategies designed to meet the needs of various customer segments and to enhance the value proposition of medical device and pharmaceutical products.

Ms. Waters is a ten-year industry veteran in health economics, drug safety and medical affairs, providing expertise in outcomes research, data analysis, risk

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management and project management. Prior to joining the pharmaceutical industry, Ms. Waters served as Quality Improvement Director for a large managed behavioral healthcare company, where she was charged with conducting quality improvement initiatives, developing preventive health programs, and trending utilization data.

Ms. Waters holds a BA in psychology from Wheaton College in Massachusetts, an MS in counseling psychology from the University of Pennsylvania, and an MBA from La Salle University.

### **About S<sup>2</sup> Statistical Solutions, Inc.**

S<sup>2</sup> Statistical Solutions is a fast-growing, woman-owned small business that helps medical device, diagnostic, and biopharmaceutical companies utilize the power of analytics to support their products. The company uses a closed-loop process, leadership, and scientific team members to deliver a RETURN ON INFORMATION intended to drive stakeholders to take action. Results gained from this approach are often reported in peer-reviewed journals as well as poster, podium, and slide deck presentations. The company's key activities include data mining of large-scale electronic medical record and administrative databases, statistical analysis, comparative effectiveness research, and published literature compilation.

S<sup>2</sup> has developed CitationPoint™, customizable software that allows companies to access endpoints of interest from the published literature. By searching and screening the published literature, then extracting the data into the software, our team of experts builds a CitationPoint database tailored to each client's needs. CitationPoint provides a direct benefit to companies wanting to understand the evidence that exists on their product, and then share that evidence securely across their organization.

S<sup>2</sup>'s newest offering is interactive Data Visualization, powered by Tableau Software™. Rich data and strong analytics provide the groundwork for Data Visualization, which can uncover hidden relationships in the data, provide an understanding of the effects of study outliers, and assist in communicating the results in a powerful, interactive, and intuitive manner.