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Jürgen Heubach is a board certified Pharmacologist and Toxicologist. He has a strong research and development background in pharmacokinetics and pharmacogenomics. In his current role, he leads the Translational Sciences group at Bayer Schering Pharma and develops Clinical Biomarker strategies and concepts for Personalized Medicine.

### *Company Profile:*

Bayer Schering Pharma (BSP) is a worldwide leading specialty pharmaceutical company. Its research and business activities are focused on the following areas: Diagnostic Imaging, General Medicine, Specialty Medicine and Women's Healthcare. The company's success is based on more than 120 years of experience. Today, more than 36,000 employees – with more than 5,800 of them in research and development – work for BSP around the world. With innovative products, Bayer Schering Pharma aims for leading positions in specialized markets worldwide. Using new ideas, BSP aims to make a contribution to medical progress and strives to improve the quality of life. Find more information at [www.bayerscheringpharma.de](http://www.bayerscheringpharma.de).

### *Core Competences:*

Bayer Schering Pharma concentrates on four business fields where we intend to make a material contribution to medical progress:

- Diagnostic Imaging: Contrast media for the precise and early detection of disease patterns
- General Medicine: Medications for high blood pressure, venous thromboembolism, coronary heart disease, pulmonary hypertension, diabetes, infectious diseases as well as erectile dysfunction and testosterone deficiency in men
- Specialty Medicine: Treatment options for multiple sclerosis, hemophilia as well as various types of cancer
- Women's Healthcare: Hormonal contraception, menopause management and gynecological therapies

Bayer Schering Pharma's research and development focuses mainly on therapeutic areas with a high unmet medical need. Between 15% and 17% of total net sales are invested into research and development every year. In the search for new active substances, the BSP concentrates on new approaches in cancer therapy, in the treatment of cardiovascular and hematological diseases, in gynecological therapy and in molecular imaging.

### *Cooperations offered and requested*

One important aspect of Bayer Schering Pharma's strategy is co-operation with external partners from academic institutes or industry. Our partners share their special know-how with BSP and join us in the development and marketing of new products. BSP co-operates with partners in all phases in a global network– from research and development to production and marketing of a drug. Together, we can contribute to the successful introduction of new compounds as well as to the improvement of existing therapies. Find more information at <http://www.bayerscheringpharma.de/scripts/pages/en/partnering/index.php>