



BELL FALLA

AplusA and Bell Falla merge forces in the US to become a leading market research agency dedicated to the healthcare industry

Norwalk, CT—June 29, 2016— AplusA is pleased to announce that Bell, Falla and Associates has joined the AplusA family of companies. The new entity, named AplusA Bell Falla, offers the global resources of AplusA and the proven track record of Bell Falla in conducting studies in the US and worldwide.

The new global entity has a strong client base of more than 100 healthcare companies worldwide. International, multi-country marketing research projects account for 65% of company sales. Headquartered in Lyon, FR, AplusA has offices in Paris, London, and New York, with new additions in California, Connecticut, and Pennsylvania. Steve Bell and Juan Falla, senior partners, will lead the U.S. entity.

AplusA has a stellar record for conducting high quality international marketing research for over 25 years and is recognized for their expertise in conducting quantitative tracking and ad-hoc patient chart studies. Founded 14 years ago, Bell Falla is a full-service boutique marketing research firm with a strong reputation for tackling challenges requiring expert knowledge of therapeutic areas and pharmaceutical markets, having a deep bench of qualitative and quantitative senior consultants with client-side experience, and offering advanced quantitative and modeling capabilities.

Pouilly Investment Co., a Chicago area-based international investment and advisory firm specializing in non-control investments in small- to mid-sized business services companies, facilitated the transaction. Terms were not disclosed.

“Thanks to the support of our clients and staff, Bell Falla grew from a two-person company to an organization with over 20 professionals, and we had a big decision to make—stay the course or offer even greater capabilities to our clients. We selected the latter,” said Juan Falla, senior partner, Bell Falla. “Joining with AplusA, is a ‘win-win’ for both staff and clients. For the staff, it provides an opportunity to grow in a truly global company. For clients, this means an even deeper bench of highly seasoned marketing research professionals and resources that can only enhance the delivery of insights and high quality research for which both firms are known,” said Steve Bell, senior partner, Bell Falla.



"Adding Bell Falla to the AplusA family of companies is the perfect fit. We are significantly expanding our presence in the U.S. and achieving the right balance in sales between U.S. and Europe. We have 140 employees today, and plan to double in size in the coming years. The addition of Bell Falla is the first step in the implementation of the growth strategy we envision with our shareholder, Dentressangle Initiatives-Capextens Group," said Pierre Pigeon, President.

For more information, please visit our website [here](#) or contact Courtney Sims at courtney@oxygen-pr.com and Chris Orris at chris@oxygen-pr.com.

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About AplusA

France-based AplusA is a medical market research firm that specializes in international, primary research for the pharmaceutical and healthcare sector, including those in biotech, medical devices, diagnostics and over-the-counter drugs. AplusA is recognized for their expertise in conducting quantitative tracking and patient chart studies on a global basis. For over 25 years, AplusA has been guiding lifecycle management of the most innovative healthcare products worldwide. Each week, AplusA dedicated fieldwork teams manage medical market research studies in more than 20 countries, covering both mature and emerging markets. AplusA maintains international headquarters in Lyon, FR. For additional information, please visit www.aplusaresearch.com.

About Bell Falla

Founded 14 years ago, Bell Falla and Associates, LLC, is a full-service boutique marketing research and consulting firm specializing in the pharmaceutical and biotech industries. The agency conducts engagements for clients worldwide, offers expertise in advanced quantitative marketing research, and provides a deep bench of qualitative professionals. Through its association with Compass Strategic Consulting, an evidence-based value and access strategy company, Bell Falla advises clients on pricing and reimbursement and commercial development issues. For additional information, please visit www.bellfalla.com.

