Session 1:  *Market Analysis & Competitive Analysis*

Lorraine Marchand, MBA  
*Co-founder and Managing Partner, Centricity Health LLC*

The first session of the TRx Boot Camp will include a presentation on methods to identify an addressable market, understanding the competitive landscape and how these features differ for rare disease indications.

**Monday, January 23, 2017**  
4:00 - 6:00p  
Irving Institute Educational Center Classroom (PH-10-405)  
622 West 168 Street, Floor 10, Room 405, NYC 10032

*Light refreshments will be provided*

Register to attend: [https://events.columbia.edu/go/trxbootcamp1](https://events.columbia.edu/go/trxbootcamp1)