



VEGA
ECONOMICS

2021 YEAR IN REVIEW

LETTER FROM THE VEGA TEAM

As we look back on our practice throughout 2021, we are proud of the variety of issues our work has covered. We had the opportunity to support several outstanding experts from a variety of disciplines and have welcomed several new experts to our network.

It comes as no surprise that our healthcare practice boomed in 2021 as the COVID-19 pandemic continued to unfold. We look forward to continuing to expand this practice in exciting ways.

As our practice continues to thrive, we look forward to opportunities to work with new and repeat clients in 2022 and beyond.

NEW 2021 FEATURED EXPERTS



DANIEL SPULBER, PH.D. (IP/ANTITRUST)

Elinor Hobbs Distinguished Professor of International Business and Professor of Strategy at the Kellogg School of Management, Northwestern University.



PETTER KOLM, PH.D. (FINANCE)

Director of the Mathematics in Finance Master's program and a Clinical Professor of Mathematics at the Courant Institute of Mathematical Sciences, New York University



TIM HAAB, PH.D. (ENVIRONMENTAL)

Dean's Chair for Transformative Initiatives and Professor and Chair of Agricultural, Environmental, and Development Economics at Ohio State University

VEGA ECONOMICS

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2021 FEATURED ENGAGEMENTS

HEALTHCARE & HEALTH ECONOMICS

FCA DAMAGES REBUTTAL



Vega supported **Prof. David Bradford** from University of Georgia to conduct damages analyses in a FCA case where an institutional pharmacy was alleged to charge unfair prices for Medicare Part A drugs in exchange for Part D businesses.

PROFITABILITY ANALYSIS OF SPECIALTY CLINIC

Vega supported **Dr. Jon Riddle's** analysis of financial statements, claims data, as well as drug invoices involving a specialty clinic to estimate expected profits of the clinic under proper management.




COVID-19 IMPACT ON AMAZON MARKETPLACE



Vega was retained by a PPE retailer to analyze how COVID-19 had impacted its sales performance. As part of the engagement, Vega has processed and analyzed historical data of sales, prices, as well as rankings.

GENERIC DRUG PRICE FIXING



Vega supported **Prof. Lou Rossiter** from William & Mary in analyzing issues related to price fixing for certain drugs in the generic drug market and calculating revenue impact due to alleged collusion.

PRICE OUTLOOK OF MEDICAL SUPPLIES

Dr. Andrew Zuppann of Vega Economics provided a comprehensive analysis and a presentation on the driving forces of recent price movements in the markets for medical supplies.




PHARMACEUTICAL PURCHASE ESTIMATION




Vega built a model to estimate pharmaceutical purchase amounts of class members including self-funded insurance plans and hospitals. This model was used to estimate the size of certain class members claims to the settlement fund.

AGRICULTURE



Dr. Wenbiao Cai of Vega Economics was retained to assist a Sphere of Influence (SOI) application by providing an economic feasibility analysis of agricultural productions on a real property.

TRADEMARK



Vega supported **Dr. Michael Einhorn** in a trademark infringement case where he opined on the proper valuation of the alleged improper use of images of plaintiffs.

FINANCE

LOSS CALCULATION REBUTTAL: SPOOFING



Dr. Daphne Chen of Vega Economics was retained and submitted an affidavit in a criminal proceeding regarding spoofing conduct of certain traders in the precious metals futures market to respond to the DOJ's loss calculation.

REGULATORY ANALYSIS: LOAN ORIGATION

Vega was retained to provide a loan-by-loan analysis of potential regulatory violations in the origination of mortgage loans for an arbitration proceeding.



DAMAGES REBUTTAL: RMBS MASTER SERVICING




Vega supported **Prof. Thomas Lys** from Kellogg School of Management, Northwestern University in a case brought against an RMBS master servicer to rebut the opposing damages expert's assumptions and methodology. Dr. Lys uncovered several flawed assumptions

CONSUMER FINANCE

Vega Economics was retained to provide an expert analysis of average consumer's ability to pay certain bills of costs and how judgements can impact a person's credit access.



MARKETING



Vega supported **Professor David Gal** from University of Illinois at Chicago in the design, implementation, and analysis of a consumer survey to measure the willingness-to-pay for certain disposable products.