



President, 2004– Present:

Laura Craft is a co-founder of OnPoint Analytics, Inc., an economic and statistical consulting firm specializing in database services, and has served as its President since 2004. She is an expert in the pharmaceutical and healthcare industries and has over 30 years of experience overseeing the preparation and presentation of expert testimony. Her engagements range from pre-litigation settlement analyses, white paper submissions, mediations, arbitrations, USPTO proceedings, ITC investigations, and civil litigation in federal and state courts. Ms. Craft has a Master of Public Health degree from the University of California, Berkeley. Her subject matter expertise emphasizes pharmaceuticals, health care insurance, antitrust, intellectual property, patent validity and damages (including secondary indicia of validity), irreparable injury and the effects of competition among drugs. Many of the cases in which she has served as an expert are class actions requiring analyses of the existence and interpretation of shared data common to the class and the regulatory structures that govern industry practices in the pharmaceutical and healthcare sectors.

In her role at OnPoint, Laura supervises a staff of Ph.D. economists, statisticians, data base technicians, and research analysts. Her work on over 65 pharmaceutical cases, both as a testifying expert and project manager, spans almost all major classes of drug treatments. Specialized areas of graduate training and professional expertise include:

- Pharmaceutical data
- Claims adjudication, reporting and reimbursement processes
- Health care systems, payor types and models
- PBM functions and compensation
- Drug approval processes
- Pharmaceutical regulation
- Formulary operations
- Class certification



PUBLICATIONS

Empirical Challenges in Pharma Litigation, Craft, Kovach, Wallace and Cortez (2017)

TEACHING

Instructor for Continuing Legal Education programs certified in major jurisdictions throughout the U.S. involving:

- Emerging antitrust issues in pharmaceuticals and life sciences sectors
- Data and empirical issues in pharmaceutical litigation
- Antitrust claims involving pharmaceutical products
- Estimation of intellectual property damages

EDUCATION

University of California, Berkeley
Master of Public Health | 2021

University of California, Hastings College of the Law
Juris Doctor (J.D.) | 1980

University of California, Los Angeles
Bachelor of Arts (B.A.) | 1977 | Cum Laude