



EVIDÊNCIAS

LOCAL EXPERTISE PAIRED WITH GLOBAL REAL-WORLD RESEARCH CAPABILITIES

WHO IS EVIDÊNCIAS?

Evidências, a Kantar Health company, is an industry leader in evidence-based health management services in Brazil. Evidências works with all segments of the Brazilian healthcare market, including health insurers, government bodies, hospitals, providers and pharmaceutical and medical device manufacturers. Evidências has more than 15 years of evidence-based medicine (EBM) and healthcare decision-making expertise.

The Evidências team works with a diverse group of physicians, including oncologists, geriatricians, pediatricians and surgeons, as well as nurses, pharmacists and more. The team evaluates more than 14,000 claims per year, including more than 4,000 oncology patients from the exclusive private insurance electronic health record (EHR) database.

COMBINED EXPERTISE PRESENTS EXTENDED CAPABILITIES

Through Evidências, Kantar Health offers expanded capabilities to our clients interested in the Latin American market, leveraging local Brazilian experts when conducting clinical and real-world research, including cost effectiveness, budget impact models, systematic literature reviews (SLR), local dossier submission packages and professional writing. Evidências' expertise covers a wide range of therapeutic areas.

AT A GLANCE

With more than 15 years of evidence-based medicine and healthcare decision-making expertise in Brazil, Evidências offers:

- + Unparalleled access to new sources of healthcare information
- + Enhanced scientific expertise
- + Healthcare economics modeling
- + Clinical studies and chart studies
- + Market access strategies
- + Proprietary electronic health record database on private healthcare system
- + Systematic literature reviews and medical writing

WHY EVIDÊNCIAS?

The combined expertise of Evidências and Kantar Health presents a wide variety of opportunities for our clients.

SYSTEMATIC LITERATURE REVIEWS (SLR)	We have published more than 100 SLRs in top-tier medical journals including <i>The Lancet</i> , the <i>Journal of Clinical Oncology</i> and the <i>Cochrane Database of Systematic Reviews</i> . We have performed searches for clinical information in Latin America and have access to additional local databases around the world.
EVIDÊNCIAS DATABASE	We have one of the largest databases covering the private healthcare system in Brazil. This proprietary database encompasses 46 health insurance companies from all geographic regions, covering about 10 million lives (4 million in the oncology sector alone), which corresponds to 20% of the private healthcare market in Brazil. We provide analysis of highly complex cases in health, technical support and legal advice for the adoption of health technologies. Also, we have the expertise to provide analyses on the governmental database (DATASUS), which covers the population that uses the public healthcare system.
NATIONAL HEALTH AND WELLNESS SURVEY (NHWS) BRAZIL	Since 2011, we have provided patient-reported outcomes data in Brazil through NHWS. Our data cover more than 36,000 total survey respondents and include comprehensive healthcare insights regarding patients' attitudes, behaviors, demographics and characteristics.
MARKET ACCESS	An extensive knowledge of the Brazilian healthcare market and having clients among all of its stakeholders (pharma industry, health insurance companies, governmental organizations and medical societies) qualify Evidências to develop strategies for public and private market access for new products or repositioning of existing ones. We collect local data; develop pricing, clinical and economic value dossiers with submission to regulatory organizations; and offer market segmentation by therapeutic area.
CLINICAL RESEARCH	Clinical research is key to improving healthcare, and the understanding of local peculiarities is fundamental to expediting the process. We offer protocol designs for interventional and observational studies, statistical analysis, scientific and technical support exposing opinions and positions of regulatory agencies, site management for observational studies, risk assessment review and critical analysis of research protocols, and medical writing.
HEALTH ECONOMICS AND OUTCOMES RESEARCH (HEOR)	Our multidisciplinary team develops pharmacoeconomic analyses, studies in micro-costing from real-world databases, and adaptation or development of economic models of cost effectiveness and budget impact. We also offer courses and training on several aspects of the Brazilian healthcare market, development of protocols and clinical guidelines and consulting for specialty societies.
INTERACTIVE VISUAL DASHBOARD COMING SOON	We will soon offer data outputs in an interactive visual dashboard. Contact us to learn more!

Through Evidências, we offer comprehensive data to help address your needs in the Latin American market and give a complete picture of the healthcare sector in Brazil, including epidemiology and patient-reported outcomes.

FOR MORE INFORMATION

Please contact info@kantarhealth.com, or visit us at www.kantarhealth.com.

WHY KANTAR HEALTH?

Kantar Health is a leading global healthcare consulting firm and trusted advisor to many of the world's leading pharmaceutical, biotech and medical device and diagnostic companies. It combines evidence-based research capabilities with deep scientific, therapeutic and clinical knowledge, commercial development know-how, and brand and marketing expertise to help clients evaluate opportunities, launch products and maintain brand and market leadership. Our advisory services span three areas critical to bringing new medicines and pharmaceutical products to market – commercial development, clinical strategies and marketing effectiveness.