

[www.kantarhealth-clinical.com](http://www.kantarhealth-clinical.com)

**KANTAR-HEALTH**

| Treatment Value | Non-Interventional and Clinical Studies

Building a common path for safety, outcomes and market access – to take your product to global success.



#### | Introduction

Historically, treatment value was based on evaluating clinical efficacy and drug safety. However, new components are now part of the value assessment. Physicians and payers's interests, and increasingly, patients's interests and outcomes all interact to determine treatment value across the product life cycle. Kantar Health's Treatment Value Practice helps you understand the needs of these stakeholders and identify the actions needed to maximise the potential for your brands. The practice specialises in five areas:

- Clinical trials
- Non-interventional safety and drug surveillance
- Patient-reported outcomes
- Health economics and outcomes
- Market access
- Pricing and reimbursement

#### Kantar Health's expertise comprises:

- Global reach, Local expertise
- Proprietary panels and databases (e.g. Epidatabases, NHWS)
- Advanced analytics, biometrics and modeling / forecasting capabilities
- Technology, e.g. web-based data management tools

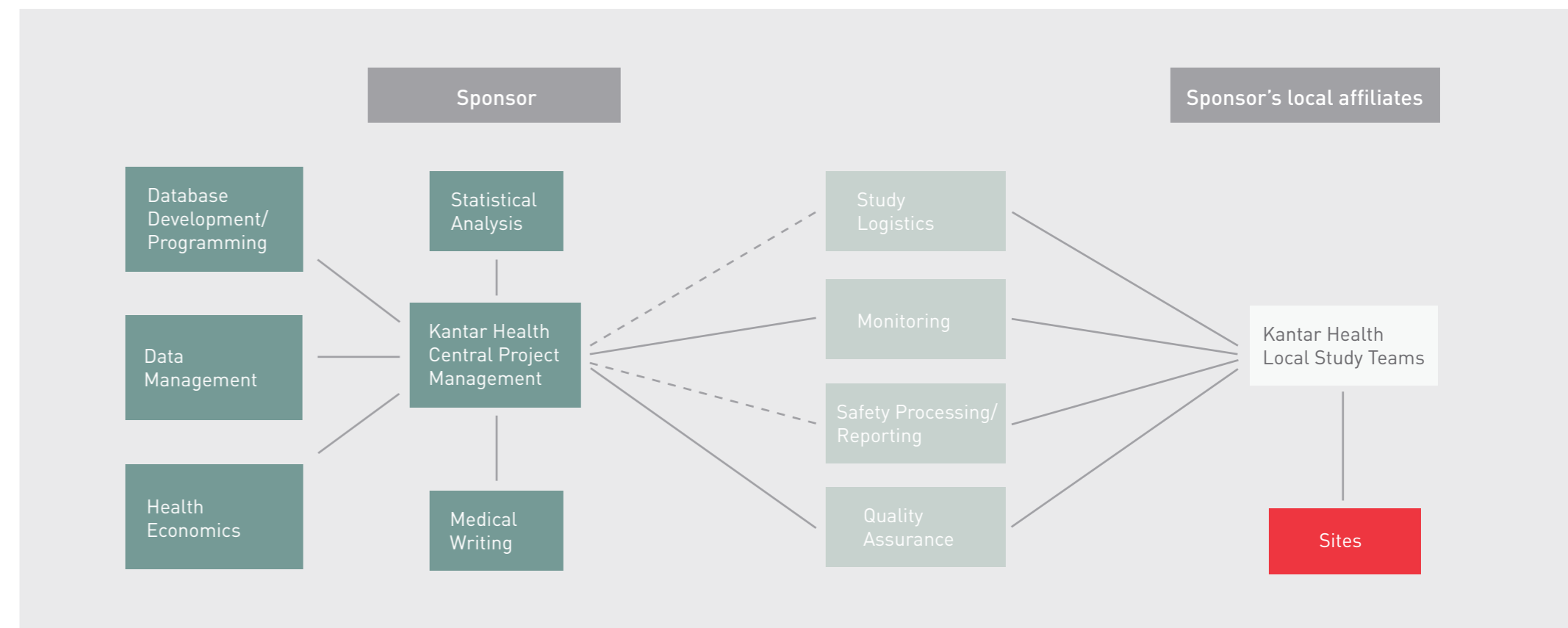
Late-phase clinical trials are increasingly important for assessing effectiveness, utilisation patterns and monitoring drug safety under real life conditions. Accelerated approval, plus regulatory pressure on risk management and mitigation strategies, makes it all the more important to be well-prepared for the challenges of safeguarding your drug in a world of demanding healthcare stakeholders – now and in the future.

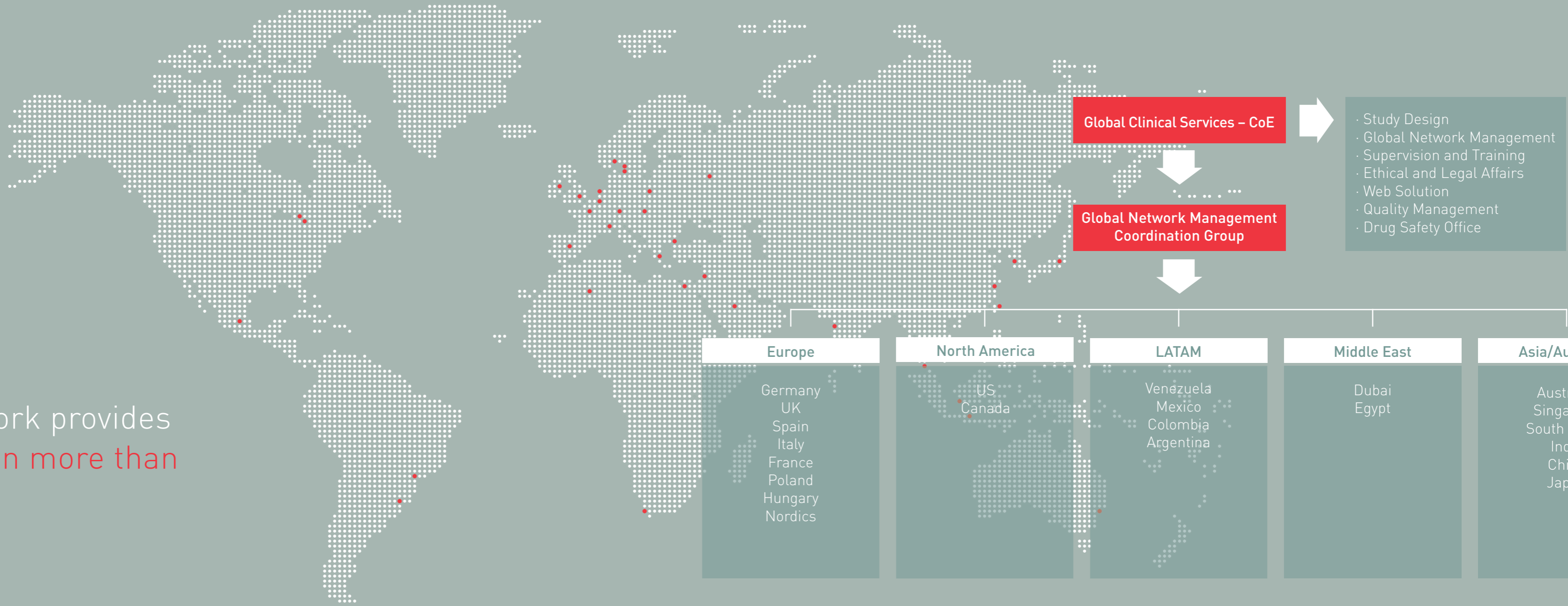
### Kantar Health's designated expertise in late-phase research to:

- Adhere to risk management requirements
- Establish evidence regarding safety issues
- Assess health outcomes in various settings

#### Assets:

- Over 30 years of CRO experience
- Global clinical networking capabilities
- Broad access to physicians and patients in multiple countries by proprietary panels / database
- Provision of broad knowledge regarding local ethical and regulatory requirements
- Advanced web-based technologies for project and data management





| Global Clinical Services

Our global clinical network provides on-the-ground support in more than 45 countries worldwide.

| Physician Panels

Our proprietary physician panels allow **global** access to research resources.

**+** We are the world's leading provider of data collection services to the medical and health-care market research industry.

Kantar Health / All Global physician panels.

USA	Germany	Physician panels in other countries
1.800 GP/FP & IM	1.000 Pharmacy	GP/FP & IM
600 Pediatrics	600 GP/FP & IM	Nursing
600 Psychiatrists	200 Cardiologists	Psychiatry
450 Cardiology	200 Psychiatrists	Pediatrics
400 Neurology	200 Pediatrics	Neurology
300 Oncology	200 Endo/Diabetology	Cardiology
250 Dermatologists	200 General surgeons	Surgery
200 Endo/Diabetology	200 Neurology	Pharmacy
200 Hematology-Oncologists	115 Ophthalmology	Endo/Diabetology
150 Respiratory	100 Oncologists	Ophthalmology
And other specialisms	And other specialisms	And other specialisms

Our panels are growing all the time.  
 To find out more about the specialisms or countries listed here, send us an email at: [contact@kantarhealth-clinical.com](mailto:contact@kantarhealth-clinical.com)

e-Clinical Solutions

Our flexible and streamlined **e-Clinical Solutions** cover the entire project life cycle and guarantee comprehensive metrics for study progress.

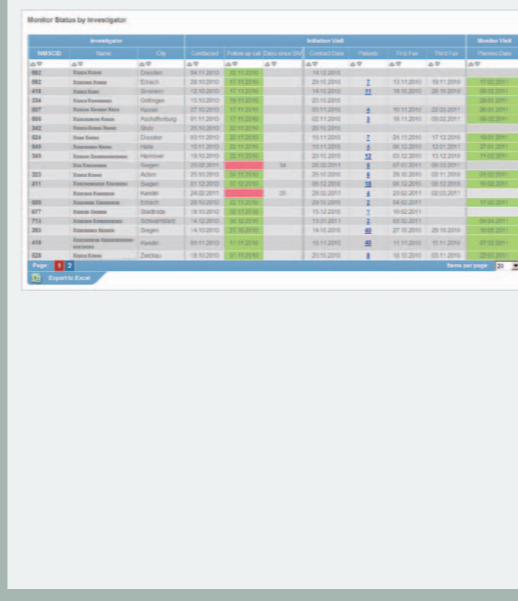
### Study Administration

- Administrative data
- Enrollment tracking e.g. Monitoring visits
- Remuneration



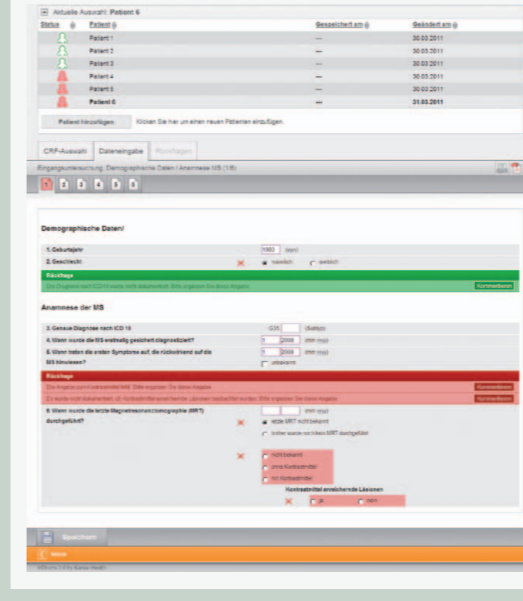
### Reporting

- Status reports
- Charts



### Data Entry

- EDC
- Paper CRF tracking
- Data entry
- Safety reporting
- Monitoring
- Query process



### Online Analysis Tool



- + Validated system for online data entry, data validation and data management for clinical trials and non-interventional studies.
- + Highly adaptable to meet client needs for any study design and logistics.
- + Easy to use with minor training demand.
- + Supports multi-language user interfaces, allows users to study specific workflow processes.
- + Provides a wide range of tools for data entry support, management, monitoring and reporting.
- + Our full study service package also includes study setup, hosting, study validation, help desk support and training.

- + The online analysis tool uses a direct interface to the study database to derive statistics and graphics for assessing trends and contrasts between site-specific and overall study results.
- + Improving commitment and compliance for all stakeholders.

## Study types.

- + Non-interventional and observational studies
- + Prospective multi-country cohort studies
- + Retrospective patient record / chart abstraction
- + Epidemiological examination and interview surveys
- + Cross-sectional surveys
- + Clinical trials

## Case study.

Cross-sectional survey on disease prevalence, patient attitudes and QoL: UI.

<b>Client business needs</b>	To evaluate the safety of a systemic treatment in oncology under real-world practices in a variety of risk and treatment scenarios in different countries.
<b>Solution</b>	Post-authorisation safety study to assess treatment conditions, practice patterns and standards of care in a multi-country setting involving more than 30 countries worldwide.
<b>Methods</b>	<p><u>Design:</u> Non-interventional study with up to 5 years' follow up</p> <p><u>Population:</u> Patients with a medical need for systemic treatment in oncology</p> <p><u>Outcome measures:</u> Overall survival, progression-free survival, response rate and stable disease rate; safety outcomes</p>
<b>Study procedures</b>	Hybrid approach using EDC and paper-based CRF solution involving 3000 patients.



## At a glance.

The benefits to you:

- On-the-ground support in more than 45 countries worldwide
- Global access to research resources
- e-Clinical Solutions that cover the entire project life cycle
- Adhere to regulatory requirements
- Establish evidence regarding safety issues
- Assess health outcomes

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