

KANTAR HEALTH+

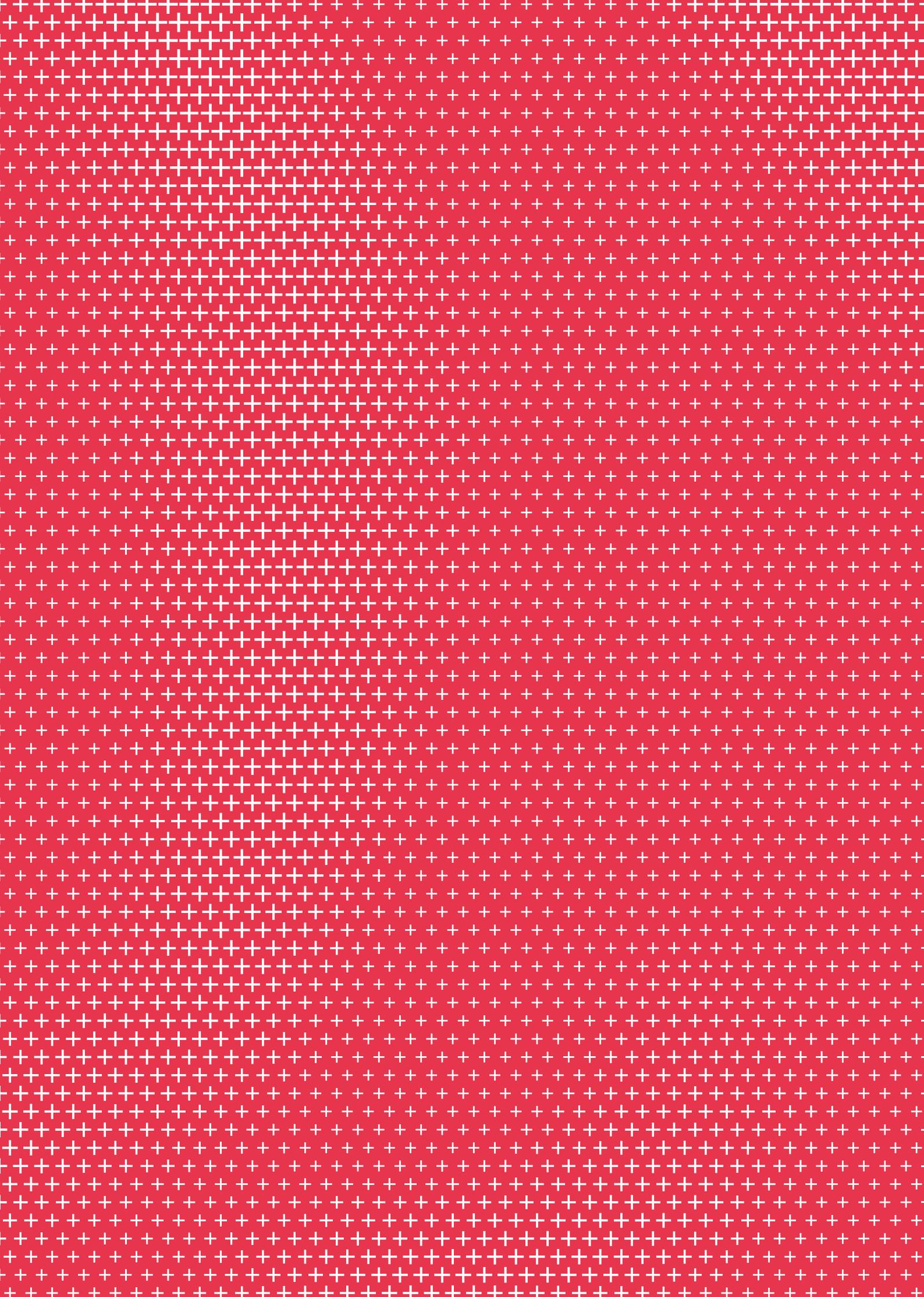
TOM'S ON THE
RECOVERY, NOW HE'S
THINKING OF HIS DOG



HEROFramework™
HEALTH ECOSYSTEM AND REAL-WORLD OUTCOMES

**THE MANY FACES
OF HEROES**





ADVANCING & IMPROVING HEALTH THROUGH DEEP HUMAN INSIGHT

OPTIMIZING YOUR RELATIONSHIP WITH TODAY'S DIVERSE HEALTHCARE CONSUMER

Empowered Patients, Proactively Managing their Conditions

To improve the value of healthcare solutions, we must better understand the empowered person living with a condition and how that person proactively manages that condition in their daily life.

At Kantar Health, we created the **HERO Framework™** to provide you with unparalleled insight into the many faces of today's diverse healthcare consumers – the true heroes on the front lines of their individual stories.

This unique insight starts with a deep understanding of their experience as individuals moving through the health ecosystems around them. Their

distinctive reality is then contrasted with our industry leading expertise to deliver a holistic analysis of their condition or situation.

No other healthcare partner provides such a rich view of healthcare consumers and their behaviors and motivations.

We connect the dots using evidence from big data, medical sciences, psychology, behavioral science, and linguistic and cultural anthropology.

This allows us to offer a complete picture with transformational insights that improve real-world outcomes.

That means better business decisions for you and better lives for people everywhere.

TODAY'S HEALTHCARE CONSUMER

In today's evolving healthcare world, it's all about health outcomes.

The shift from products to outcomes is being driven by a variety of factors, including globalization, demographic changes, healthcare reforms, health IT advances, and an insatiable appetite for value-centricity.

Most importantly, today's healthcare consumer has taken on a more active role – the traditional patient role, as well as the person who chooses an elective treatment.

This expanded position has translated into a broadening of the health and wellness category, as the healthcare consumer is now any recipient of healthcare, whether potential or actual.

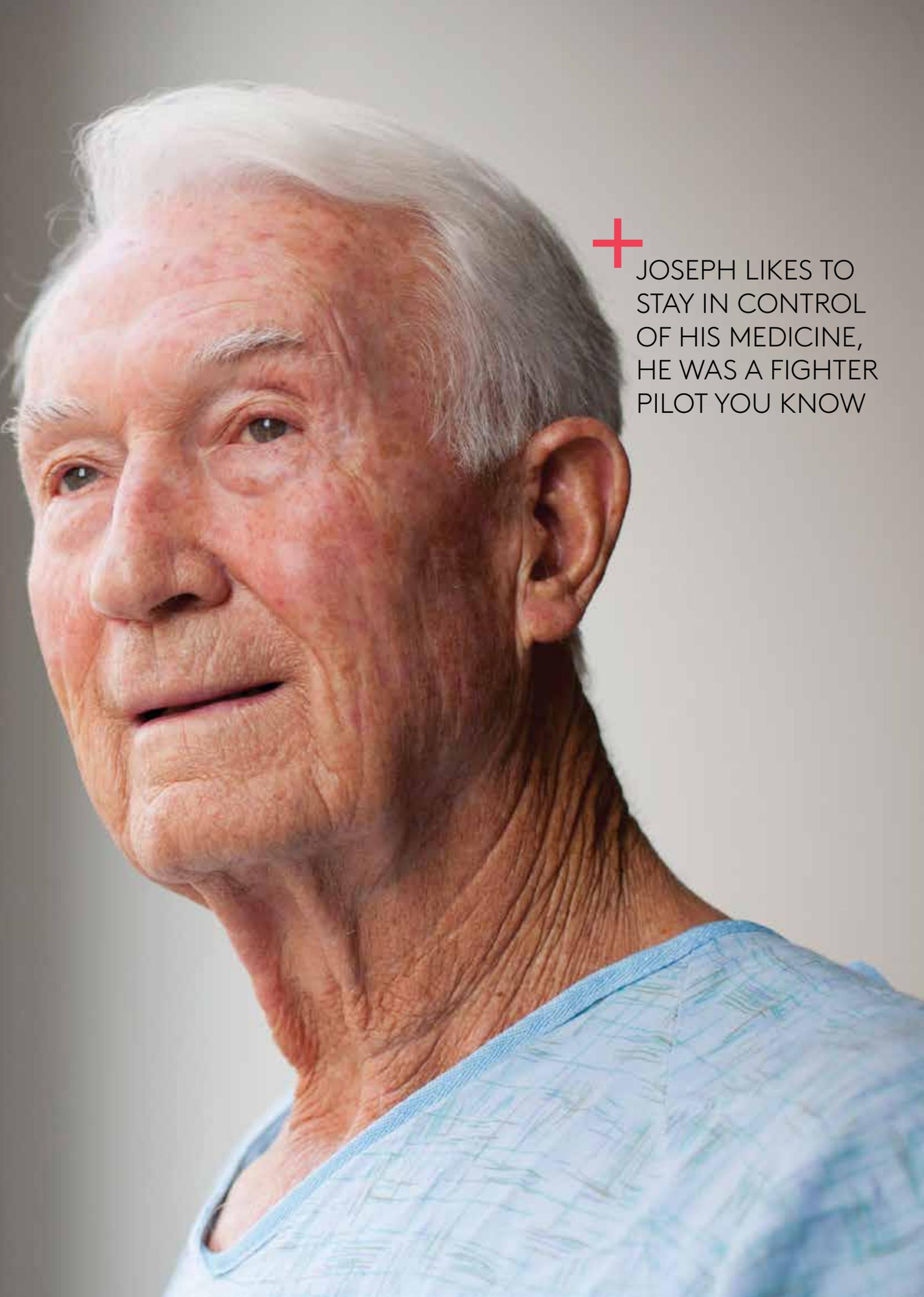
THE KANTAR HEALTH DIFFERENCE

Kantar Health's new **HERO Framework™** – supported by our combination of **Experience, Evidence** and **Expertise** – is what sets us apart as experts in understanding the healthcare consumer and their health journey.

Our **HERO Framework™**, short for **Health Ecosystem** and **Real-world Outcomes**, demonstrates our deep understanding of the healthcare ecosystem and the healthcare consumer as an individual.

This framework combines our Marketing Insights ability to:

- + Listen to the healthcare consumer, where we learn about their health **experience** and get to know their thoughts, emotions and wishes for better health.
- + Apply our unmatched healthcare consumer-based **evidence**.
- + And leverage our vast heritage and **expertise** to create an action-ready blueprint for achieving commercial success.



JOSEPH LIKES TO
STAY IN CONTROL
OF HIS MEDICINE,
HE WAS A FIGHTER
PILOT YOU KNOW

HOW WE LEARN FROM THE HEALTHCARE CONSUMER

- + Patient preference
- + Patient Reported Outcomes (PRO, NHWS, validated scales)
- + Primary research
- + Social media listening

EXPERIENCE

Learning directly from healthcare consumers through engagement.

EXPERTISE

The unparalleled insights from our consultants gets to the very heart of how patients and healthcare stakeholders experience and interact with the healthcare system.

EVIDENCE

Generated about the individual linking integral parts of these evidence sources together for a more holistic view of those living with a disease.

HEROFramework™

WHAT WE LEARN ABOUT THE HEALTHCARE CONSUMER

- + Activity and biometric data
- + Claims data and EHR
- + Clinical research
- + Epidemiology data
- + Ethnography
- + Real-world outcomes

WHAT WE CAN DO FOR YOU

- + Apply practices and principles grounded in psychology, behavioral science and linguistic theory
- + Connect the dots between experience and evidence
- + Use anthropological theory to explore the cultural narrative

NO OTHER CONSULTANCY PROVIDES ITS CLIENTS WITH SUCH A DEEP UNDERSTANDING OF HEALTHCARE CONSUMERS' MOTIVATION AND BEHAVIOR AND USES IT AS THE FOUNDATION. IT AS THE FOUNDATION OF THEIR STRATEGIC RECOMMENDATIONS.

THE HERO FRAMEWORK™

EXPERIENCE

We always start by listening to the **voice of the healthcare consumer**, as that's the best source for gathering an individual's experience regarding their condition or overall wellness.

Our primary research collects the details of their thoughts and emotions, and we draw on our industry leading National Health and Wellness Survey (NHWS), qualitative interviews, quantitative surveys, social media listening and other patient information sources to truly hear the voice of the individual.

EVIDENCE

We contextualize any new findings using our more than **50 years of observational healthcare studies** containing crucial evidence about patient behaviors.

Our unrivalled body of work includes clinical research and real-world

outcomes portfolios, activity and biometric monitoring work, non-interventional studies, linked and fused data, and epidemiology and ethnographic studies.

EXPERTISE

We integrate all of this research to create new and transformational insights, and that's what sets Kantar Health apart.

Our expertise and knowledge of behavioral science allows us to interpret behaviors based on proven explanations of motivation.

By getting to the core of the healthcare consumer and stakeholder's experience, as well as their interactions within the healthcare ecosystem, we are the **one company** that truly understands all of the drivers of health outcomes and translates them into actionable insights for our clients.



Kantar Health wants to partner with you on fulfilling your patient research needs and optimizing your commercial opportunities. Using our **HERO Framework™**, we will work with you to advance our industry's human health agenda and improve health around the world.

We're extremely proud of our extensive and diverse framework that delivers key learnings from the healthcare consumer and unique benefits to you.



LOU'S CHEMOTHERAPY
IS GOING WELL, SO ARE
HER SPANISH CLASSES

HOW WE LEARN FROM HEALTHCARE CONSUMERS

Truly understanding a disease burden, the healthcare consumer journey, or behavior of your specific segment compared to the general population or relevant cohorts is only attainable through data from healthcare consumers themselves.

We offer:

- + **Primary research** which includes qualitative and quantitative research using focus groups, in-person and mobile interviews, and digital innovation to explore healthcare consumers' perspectives.
- + **Patient reported outcomes** via our NHWS and our 20-year strong Patient Centered Research Platform (PaCeR), which is our systematic and validated method of collecting the patient voice through stated and derived ways to get a holistic view of a person's health.
- + **Social media listening** where our expertise in listening to individual voices helps to foster a healthy dialogue between healthcare providers and healthcare consumers.
- + **Preference benefit-risk studies** to generate holistic evidence on the trade-offs stakeholders such as patients, caregivers, physicians, nurses and reimbursement agencies are willing to make to achieve benefits. These studies are used to support clinical development, regulatory submissions, physician communication and education and patient/caregiver-physician decision making.
- + **Activity and biometric monitoring** that provides passively collected observational patient data that supplements data collected from our surveys and interviews.
- + **Ethnographic studies** which allow researchers to observe "natural" behaviors and witness first-hand the impact of the context in which behaviors take place.
- + **Clinical and non-interventional studies** that demonstrate the true value of medicines to all stakeholders.
- + **Real-world and outcomes research** to help you evaluate health outcomes and make informed decisions on your products. Our comprehensive offering ensures that you are fully prepared for the regulatory approval and risk management processes, access and reimbursement, and provider, payer and patient support and uptake.
- + **Real-world data** including claims data, electronic health records (EHR) and disease registries, for which Kantar Health partners with leading real-world data providers to attain access to "best in class" information for performing market and scientific research.
- + **A diverse range of epidemiology solutions** that support your clinical decisions and expose the dynamics of the marketplace throughout the product lifecycle. Our proprietary information sources include our Epi Database®, the premier epidemiology database; and CancerMPact® Patient Metrics, the most comprehensive oncology epidemiology database.

WHAT WE CAN DO FOR YOU

All around the world, people form beliefs and adopt behaviors relating to health and illness that are shaped by the cultural forces prevalent in their communities. Our research philosophy highlights the need to address behavior from the perspective of not only the individual, but also from a socio-cultural and environmental context.

- + We bridge the gap between experience and evidence through our expertise.
- + We apply anthropological theory to explore the cultural narrative.
- + We apply practices and principles grounded in psychology, behavioral science and linguistic theory.

TO FIND OUT MORE ABOUT THE HERO FRAMEWORK™

Please visit www.kantarhealth.com/hero.

ABOUT KANTAR HEALTH

Kantar Health is a leading global healthcare consulting firm and trusted advisor to many pharmaceutical, biotech, and medical device and diagnostic companies worldwide. 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.

Kantar Health deeply understands the influence of patients, payers and physicians, especially as they relate to the performance and payment of medicines and the delivery of healthcare services. Its 600+ healthcare industry specialists work across the product lifecycle, from preclinical development to launch, acting as catalysts to successful decision-making in life sciences and helping clients prioritize their product development and portfolio activities, differentiate their brands and drive product success post-launch.

Kantar Health is part of Kantar, the data investment management division of WPP. For more information, please visit www.kantarhealth.com.