

Global health economics and outcomes research

At Optum™, we provide an expert perspective on global market requirements that can help you make strategic decisions about your products. With leading expertise in health economics and outcomes research (HEOR), we develop and implement strategic study designs that combine scientific and commercial objectives to help maximize the opportunities for your products in the marketplace.

Health economics and outcomes research

We are one of the world's leading HEOR companies. For more than 25 years, we've specialized in delivering the scientific results that help our clients realize the full potential of their brands. We accomplish this by applying our proven expertise in:

- Economic analysis (burden of illness, cost-effectiveness, cost utility) to the highest standards
- Decision-analytic modeling
- Budget impact analyses
- (Network) meta-analysis and systematic literature review
- Dynamic disease modeling in infectious disease

In addition, we:

- Advise on health care resource utilization data (treatment patterns, switching, utilization patterns) and productivity outcomes (presenteeism, absenteeism)
- Capture patient-reported outcomes
- Apply advanced statistical methods for the analysis of patient-level data, including "piggyback" analyses
- Provide input into Phase IV and market access research
- Conduct pricing analyses focused on economic evidence
- Carry out conjoint analysis/preference studies
- Develop reimbursement dossiers and consult on submission strategy
- Provide customized rigorous reviews of scientific literature reporting on clinical and economic outcomes
- Provide strategic insight into the design of post-authorization studies to collect additional data for products with conditional or progressive coverage listings

Benefits to your organization

Count on our team of experienced researchers, analysts and associated professionals to help you:

- Develop a deeper understanding of your market
- Evaluate your portfolio's health economics implications
- Choose between competing compounds in development
- Make more informed pricing decisions
- Increase formulary acceptance and reimbursement
- Devise strategies to address budgetary challenges
- Achieve greater differentiation for your products
- Demonstrate your product's value in the market
- Gain competitive advantage, and grow market share

Count on our HEOR experts to deliver the scientific results that can help you realize the full potential of your brands.

Thought leadership

In addition to our talented staff, we are able to involve world-renowned thought leaders in our projects. Our thought leaders include Professors Michael Drummond, Alistair McGuire, Milton Weinstein and Deborah Marshall.

Web-based interactive tools

Our economic models are delivered with a user-friendly interface as standard. In addition, we offer innovative, interactive web-based tools that can help you communicate faster and more effectively with key stakeholders such as global market access teams, local affiliates, payers, physicians and more. These web applications are designed for the iPad® and other tablets to allow you to:

- Place the decision in your customer's hands — literally
- Use simple widgets to customize key messages and proof points in line with the customer's opinion
- Present engaging, interesting data graphically
- Send a summary of model outputs to your customer at the end of the presentation
- Easily adapt to any market by changing currency, data, references and value messages
- Save scenarios to accommodate the needs of each stakeholder

The market landscape — in sharp focus

By leveraging our global thought leadership, proven expertise, therapeutic area insight, access to the largest proprietary source of health care information in the United States and experience with many other data sources in Europe, Australia and the Far East, we present the market landscape in sharp focus — so you can demonstrate your product's value and gain greater competitive advantage.

Look to us for insight and strategies that can help you successfully demonstrate the value of your products for all stakeholders.

Maximize the opportunities for your products in the marketplace.

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