Value Evidence Services
Health Economics and Outcomes Research (HEOR)

Healthcare decision-makers across the globe are surrounded by diverse choices for varied treatment options. The most crucial criteria for selecting an option is the cost-benefit analysis related to it. Health Economics and Outcomes Research (HEOR) provides unbiased evidence-based inputs from diverse stakeholder perspectives, to efficiently compare the available options and choose the best.

Value Evidence Services at Excelra

At Excelra, we provide bespoke solutions to support our clients in generating and communicating the required evidence around the effectiveness, safety, and true value of their products. Right from Value Assessment to Realization, we help align regulatory, clinical evidence, and reimbursement strategies for product value, coverage and market access.

Value Evidence experts at Excelra come from a rich experience of over 18 years. The robust solutions derived from the principles of Health Economics and Outcomes Research help strike a balance between economic investment and equitable access to treatment in the medical industry. The final outcomes are a result of in-depth market study, custom-curated data models and optimized study designs.

Excelra’s Core Capabilities

Outcomes Research

Outcomes Research is carried out from patients’ perspective by evaluating the effect that medicines and other healthcare interventions can have on patient-related clinical, humanistic, and economic outcomes. We help in identifying valid endpoints, biomarkers, and surrogates for informed clinical trial design.

- Health utility studies to support inputs into cost-utility modeling
- Identify new biomarkers or surrogates for your asset
- Support clinical trial design by identifying right endpoints and instruments to their use, selecting population, optimal trial duration (for safety and efficacy) and statistical analytical plans to interpret results and final reporting
- Development of new endpoints for inclusion in your clinical trial, including their validation and plan for engagement and communication to regulators, payers, physicians and patient groups
- Assess the validity of PRO tools/instruments relevant for your asset/therapy area/indication
- Develop a comprehensive outcome strategy that identifies outcome of measurable value from understanding strengths and gaps of your product/portfolio
Epidemiology Modeling

Epidemiology models help in understanding disease patterns in an at-risk patient cohort and for simulating the disease pathway on a larger scale. An understanding of patient-level disease behavior enables adequate planning for market forecasting and pricing strategies.

Our Expertise

- Stratify eligible treatment population to improve efficacy and minimize adverse events
- Predict the subset of patients who truly benefit from an intervention
- Develop disease forecasting and epidemiology models to understand the natural history of disease, impact on patients and health system
- Inform your asset plans and future development strategies

Economic Modeling

Economic Modeling is imperative to uncovering the true value of the drug. To ensure successful market access and reimbursement, we demonstrate the incremental benefits of the drug, compared to the standard of care for the additional cost incurred to treat the target population.

Our Expertise

- Custom cost-effectiveness analyses
- Cost-benefit analyses, and budget impact analyses
- Predicting patients benefitted from expensive interventions by mining EMRs
Value Evidence Communication

We package analytical insights into coherent and impactful global value dossiers, slide presentations, and other market-access collaterals, tailor-made to intended target audience.

Our Expertise

- Supporting country-specific submissions to communicate your assets value to country HTA or formulary submissions
- Creating GVDs to generate payer-ready evidence
- Materials to support internal/external stakeholder engagement on the assets value
- Developing value stories that are logical, supported with the best available data
- Summarize large volumes of complex evidence into effective value communication meant for your key stakeholders and decision-making bodies
- Creating effective, compelling value dossiers, stories, communication slides/decks and any necessary objection-handling material using clinical, economic and humanistic evidence
Curation, harmonization, and integration of unstructured data sets is the critical need of the hour. We create custom workflows to codify elements like adverse events, disease staging/progression, and other medical concepts based on client objectives for descriptive and predictive analytics.

**Our Expertise**

- Comparative effectiveness, safety and other outcomes
- Identifying conversation trends and patient concerns from social media listening for clinical trial inputs and brand strategy
- Collate information pertaining to natural history of disease (incidence and prevalence)
- Create custom workflows to codify elements like adverse events, disease staging/progression, and other medical concepts based on your needs and objectives with respect to RWE
- Post-marketing commitments (such as PASS, REMS)
- Support estimated inputs needed for HE models and evaluations
- Patient population of interest and any likely risk factors (such as adverse events)
- Market access plans targeted at patient sub-groups
- Creation of parallel arm and single arm clinical trials from RWD
- Burden or cost of illness (to help determine any unmet needs)
- Identifying conversation trends and patient concerns from social media listening for clinical trial inputs and brand strategy

Influencer mapping

Patient stratification and clinical trial inputs
SLR & Meta-analysis

We curate safety, efficacy, and effectiveness outcomes data from published clinical trials and grey literature. These datasets can be used for Network Meta-Analysis (NMA) and Matching Adjusted Indirect Comparisons (MAIC), where head-to-head trials are challenging to execute.

Our Expertise

- Support your evidence generation/development
- Identify any potential evidence gaps
- Identify any potential early signals for adverse event reporting
- Inform what the efficacy landscape might be in early clinical phases
- Focus on the inputs needed for health economic modeling and HTA submissions
- Support content for dossiers and payer submissions (such as humanistic, clinical and economic burden of illness)
- Support identification of clinical endpoints, comparators and outcomes for future research/studies
- Estimate the comparative effectiveness of assets with competitors (particularly when H2H data is not available)
- Evidence surveillance through understanding of real-world outcomes by reviewing information from social media, pharmacovigilance feeds, market intelligence updates and more
If you are looking for a resource partner who is approved by authorities and standards that matter, you can look at Excelra without a doubt. We are certified by the following organizations:

ISO 9001:2015
Quality Management System

ISO/IEC 27001:2013
Information Security Management System

ISO 22301:2012
Business Continuity Management System

Our Clients

Several companies from different spheres of the Medical and Healthcare industry rely on us for their breakthrough discoveries and decisions:

Pharmaceuticals and Biotech
Research and Academics
Hospitals
Contract Research Organizations
Medical Device and Diagnostics

The Excelra Edge

When you have Excelra as a partner to add value to your research, you can look forward to an integration of our strengths at three distinct levels:

Quality
- Three levels of quality check
- Streamlined workflow

Time
- Efficiently-managed projects
- Low turnaround time

Technique
- Scalable data models for multiple stakeholders
- Custom curated data for every client
- Use of ISPOR, FDA, and PRISMA recommended methodologies for analyses

Quality Validation

If you are looking for a resources partner who is approved by authorities and standards that matter, you can look at Excelra without a doubt. We are certified by the following organizations:
Excelra's data and analytics solutions empower innovation in life sciences across the value chain from discovery to market. The Excelra Edge comes from a seamless amalgamation of proprietary curated data assets, deep domain expertise and data science. The company's multifaceted teams harmonize and analyze large volumes of disparate unstructured data using cutting-edge technologies. We galvanize data-driven decisions to unlock operational efficiencies to accelerate drug discovery and development. Over the past 18 years, Excelra has been the preferred data and analytics partner to over 90 global clients including 15 of the top 20 large Pharma companies.

For more information visit: https://www.excelra.com/value_evidence/