

Value Demonstration

Compelling value messages are based on the right evidence resulting from the right design.

The UBC Value Demonstration team designs tailored evidence-gathering solutions to collect customized local and multinational resource utilization and outcomes data in support of health economics, burden of illness, and healthcare delivery process evaluations.

UBC's Value Demonstration global evidence - gathering solutions strengthen your product's value story and benefit-risk profile through data that characterize:

- Natural history of disease
- Patterns of care
- Burden of illness
- Unmet or under-addressed medical need
- Practice flow and healthcare delivery efficiency

UBC assembles a multidisciplinary team of expert researchers skilled in the design and implementation of evidence-based approaches to real-world data collection. Studies may be designed to stand alone, or to populate economic models, or quantify and compare real-world patterns of care, resource utilization, and clinical outcomes.

UBC's innovative study designs and efficient data capture technologies enable you to:

- Tailor your patient- or physician-level data collection from the usual care environment
- Remotely monitor study sites and data to permit real-time viewing and data analyses, while saving time, cost, and limiting burden to busy practices
- Align real-world study designs with health economic models and data needed to further substantiate your clinical and commercial value story

Make Confident Decisions with Strong Evidence

UBC's strategic and scientific consulting solutions result in efficient, cost effective, customized study designs which will serve to optimize the evidence base you need to support market access and demonstrate value before and after product launch.

Peri and postapproval Value Demonstration services include:

- Chart reviews
- Observational prospective, cross-sectional and case control studies
- Time and motion studies
- Patient and physician surveys
- Disease-specific resource utilization questionnaires designed for multinational use
- Scientific consulting and study design conceptualization

Value Demonstration Leadership

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Whether data are collected to populate economic models or to serve as stand-alone burden of illness or healthcare efficiency studies, all research is designed to withstand the rigor of peer review in top-tier medical journals. Our multidisciplinary team approach combines significant scientific expertise in areas such as health economics, outcomes research, epidemiology and registries, along with advanced technical and operational support, to provide full service, high quality evidence gathering services. UBC also provides secure and realizable in-house data collection capabilities, including:

- Internet-based data entry tools
- Electronic diaries
- Interactive Voice Response Systems (IVRS)
- Call centers

We understand the importance of communicating evidence-based value messages through the following dissemination services:

- Abstracts for presentation in scientific forums
- Manuscripts for publication
- Regulatory submission support
- Other audience-appropriate methods to communicate findings to scientists, clinicians, steering committees, and other decision makers and consumers

Proven Experience

- Observational and pragmatic study designs
- Health economics
- Direct to patient research
- Scientific rigor
- Global clinical operations
- Project management
- Innovative data capture tools
- Collaboration management



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