



ZRx Outcomes Research Inc. For Your Successful Strategies

Scientific, innovative and creative research corporation that offers evidence based solutions



Help

Effectively

Liaise

Product

Economic (HE/OR)

Results

Founded in 2003, ZRx is operating in North America, EU, LatAm and Asia.

We think **GLOBALLY**, we act **LOCALLY**.

Our Focus:

- **RWE Scientific Product Value Proposition**
- **HEOR Decision Modelling & Dossier**
- **Product Value Communication - iPad/Web/Android Interactive tools**
- **Multi-Criteria Decision Making**
- **International Reference Pricing simulation**

Examples of our previous work include: Evidence Generation, Field Force iPad Tools to efficiently communicate with Payers and Healthcare Decision Modelling Tools.



For Your Audience

Health Boards, Hospital Administrators, Doctors, HMOs, Pricing and Reimbursement Boards, National and Private Insurance Bodies



- ❓ Have problems explaining product value proposition to decision makers?
- ❓ Have problems communicating drug / medical device cost-effectiveness to payors?
- ❓ Have problems managing your HEOR strategy?
- ❓ Have problems in communication between Global Health Economic, Pricing and Reimbursement, Local Teams and Affiliates?
- ❓ Have problems estimating the global pricing impact of a product price change in a single market?
- ❓ Have problems making scientifically based but comprehensive decision?

www.outcomesresearch.ca
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Some of the previous work:

- Escitalopram
- Atazanavir
- Dabigatran Etexilate
- Epoetin and similar
- RSV vaccine

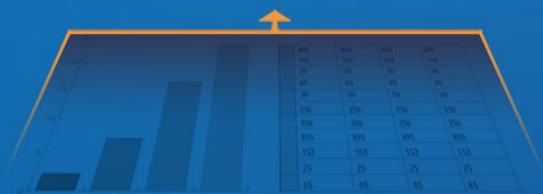
Some of the Research Areas:

- Addiction
- Allergy & Clinical Immunology
- Cardiology
- Critical Care
- Dermatology
- Diabetes & Endocrinology
- Oncology
- Psychiatry & Mental Health

Our solutions are built for the following media:

- Interactive multimedia
- Web based modeling
- Online interactive learning
- 3D modeling
- iMobile (iPad & Android) applications

ZRx Outcomes Research Inc. provides the latest, innovative, practical and premium solutions and products



Innovate
Evaluate
Disseminate

- ✓ Products and outcomes ahead of their time
- ✓ Digital Health and HTA
- ✓ New evidence publication and presentation

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? Not sure how the near future new competitors product or events will impact your already launched product?

✓ Ask for competitive intelligence help from our team.

? Need someone to analyze and review your medical device clinical trials data?

✓ Our RWE teams have great experience in working with medical device clinical trial data from different parts of the globe.

? Not sure if your product performs better in real world than during clinical trials?

✓ Ask for our RWE team to help with the research question and conduct retrospective studies using claims, lab data and electronic medical records.

? Need your already launched product or medical device to achieve more and better quality reimbursement?

✓ Our RWE teams will evaluate existing product using retrospective claims and lab data.



? Have problem evaluating upcoming product and where it may fit 2-5 years from now?

✓ Our RWE teams will do an in-depth analyses of the existing marketplace and what the product needs to achieve to be a success.

? Don't have a publication plan?

✓ Our HEOR teams will help develop a plan and publications that will focus and target on key stakeholders.



[Think outside the box!]

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? What is Multiple-Criteria Decision Making (MCDM)?

✓ MCDM or multiple-criteria decision analysis (MCDA) comprises a set of methods, techniques or approaches that explicitly consider multiple criteria in decision-making environments and allows them to be combined in a single appraisal. The use of MCDA in health care is steadily increasing, in particular in health technology assessment and in formulary listing decisions. Structuring complex problems appropriately and considering multiple criteria explicitly is expected to lead to more informed, transparent and consistent decisions.



? What is the ZRx MCDM tool?

✓ The ZRx MCDM tool has been developed as a highly flexible, user-friendly and powerful decision support tool. The tool has been designed to facilitate the application of local MCDM in health care and has been developed based on published and established MCDM methods.

**ZRx MCDM:
Make
the right
decision**

**ZRx Orange:
a simple way
to decode
International
Reference Pricing**

? Have problems estimating the global pricing impact of a product price change in a single market?

✓ ZRx Outcomes Research Inc. is presenting you our **International Reference Pricing (IRP) Tool - Orange**. We have developed this tool with the top pricing strategists in the pharmaceutical industry in mind.

We are confident that our IRP tool will meet your needs in establishing the impact of International Reference Pricing on your branded products.

We made it easy to use in your own IT environment, for any branded product whose pricing is subject to IRP.

You can run as many analyses as you wish, and save or print the results.



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