PATIENTS’ AND CAREGIVERS’ VOICES. OUR DATA AND INSIGHTS. YOUR PRODUCTS.

TRUSTED HEALTH ECONOMICS AND OUTCOMES RESEARCH EXPERTISE
LEVERAGING WORLD-CLASS PATIENT AND CAREGIVER DATA TO IMPROVE LIVES GLOBALLY
We drive your product’s success by providing the most effective patient-reported outcomes (PRO) instruments and integrating insightful perspectives from both patients and caregivers.

Our industry-leading data assets and validated scales combined with proven expertise provide you with a competitive advantage to:

+ Identify burden of illness and unmet needs
+ Quantify prevalence and target population
+ Uncover hidden patient populations
+ Understand the patient journey and create patient profiles
HEALTH ECONOMICS AND OUTCOMES RESEARCH

PUTTING WORLD-CLASS PATIENT AND CAREGIVER DATA INTO ACTION

As global healthcare budgets continue to tighten, health economics and outcomes research (HEOR) is playing an increasingly important role in the success of pharmaceutical products. Regulatory agencies are increasing their focus on the patient’s perspective as it pertains to submission packages. Kantar generates real-world evidence on patient and caregiver experiences – providing the insights and data you need to fulfill these requirements and realize a successful product launch.

Equipped with a wealth of global, world-class data, our experts have a proven and unique ability to understand how to leverage multiple assets to best meet our clients’ individual needs regarding their products. Through our National Health and Wellness Survey (NHWS), the largest self-reported general population survey in the industry, we get you closer to patients and caregivers than any other organization. With nearly 2 million survey respondents to date, NHWS covers health status, attitudes, behaviors and health outcomes in more than 165 conditions – delivering unsurpassed breadth and depth of rigorous patient-reported data.

Our syndicated patient and caregiver studies offer a holistic view of the patient journey, providing key insights into disease-specific segments to optimize value propositions and inform brand strategies. These insights help pharmaceutical manufacturers determine market size, profile patients and caregivers, and identify unmet needs that their products can address.
INFORMING POTENTIAL OPPORTUNITIES TO PROPEL YOUR BUSINESS

MARKET SIZING

PATIENT PROFILING

IDENTIFICATION OF UNMET NEEDS
OUR STRENGTHS

Our extensive health outcomes expertise addresses a variety of disease-, patient- and product-focused challenges encountered pre- and post-launch. By integrating our consulting expertise with our proprietary data assets, our patient-centric approach to generating research has helped support many client needs, including:

- Changing/creating policy
- Changing/adapting guidelines
- Developing sales tools for payers and physicians
- Delivering scientific communication to physicians, supported by more than 800 publications derived from NHWS
- Securing funding to develop educational programs
- Influencing treatment algorithms and physicians’ thinking
- Determining/influencing strategy
- Informing clinical trial design
- Validating assumptions for clinical trials
- Supplementing clinical trial design
- Providing input into dossiers and budget impact models
- Supporting business development and licensing acquisitions

REAL-WORLD EVIDENCE SOLUTIONS

ADVANCING HEALTHCARE AND DRIVING BETTER PATIENT OUTCOMES

HEOR forms an integral part of our holistic real-world evidence solutions. Kantar is a world-class evidence specialist with proprietary databases spanning the globe. Whether your need originates from market access, regulatory/medical affairs, pharmacovigilance or health economics and outcomes research, we can help you generate evidence to support the success of your product through its lifecycle.

ABOUT KANTAR

Kantar is the world’s leading data, insights and consulting company. We understand more about how people think, feel, shop, share, vote and view than anyone else. Combining our expertise in human understanding with advanced technologies, Kantar’s 30,000 people help the world’s leading organizations succeed and grow.

For more information, please contact info@kantarhealth.com, or visit us at www.kantar.com/health