



Press Release

Ipsos Expands Syndicated Real World Evidence Portfolio with NASH Therapy Monitor

London, 9th August 2016 – Ipsos Healthcare, the global healthcare division of Ipsos, has announced the launch of its Nonalcoholic Steatohepatitis (NASH) Therapy Monitor. The new syndicated study will run in the US and EU5 initially, with other markets available on demand.

This development comes in response to the growing focus on NASH – a liver disease characterised by rising prevalence, low diagnosis levels and a lack of therapies currently approved for treatment.

The new NASH patient chart audit – part of Ipsos' Global Therapy Monitor Portfolio – will allow subscribers to understand and track the treatment of NASH as a number of pipeline drugs arrive on the market. Ipsos will leverage the knowledge of its Virology & Liver Diseases Centre of Excellence (CoE) together with the proven formula of Global Therapy Monitors to answer a multitude of questions about this increasingly important disease.

Dr Sabina Heinz, who heads up the NASH Therapy Monitor, commented:

"Given its rising prevalence, low diagnosis and lack of approved therapies, NASH is a growing priority for the healthcare industry – and, potentially, a multi-billion-dollar market. The NASH Therapy Monitor will give us deeper insight into the current patient populations and barriers to diagnosis, as well as providing input into forecasts on the potential uptake of new therapies once launched."



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About Ipsos Healthcare

Ipsos Healthcare partners with pharmaceutical, bio-tech and medical device manufacturers to inspire better healthcare. Operating in over 40 countries, our 600 experts support key business decisions for our clients throughout the commercial lifecycle, from early-stage strategy, to launch, to performance optimisation. We do this through a uniquely integrated combination of therapeutic and market expertise, gold standard real world evidence, and market-leading custom research approaches – all underpinned by a global footprint and unprecedented access to today's healthcare stakeholders.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.

We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist - NYSE-Euronext.
The company is part of the SBF 120 and the Mid-60 index
and is eligible for the Deferred Settlement Service (SRD).

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