



Press Release

Ipsos Healthcare Expands Syndicated Real World Evidence Offer in China

25th April 2017 – Ipsos Healthcare, the global healthcare division of Ipsos, has extended its syndicated Psoriasis and IBD Therapy Monitors into China. It will also re-launch the Lupus Therapy Monitor in China due to increased client demand.

The new Chinese autoimmune studies, part of Ipsos' syndicated Global Therapy Monitor portfolio, will incorporate real patient record data with doctors' perceptions to analyse the current market landscape, market shares, reasons behind treatment trends and potential impact of products in development. They will complement Ipsos Healthcare's existing real world evidence offer in China, which spans oncology, diabetes, cardiovascular, respiratory and virology diseases.

The new monitors come in response to local and multinational companies' increasing focus on understanding the rapidly evolving treatment landscape across multiple autoimmune diseases in China. Specifically, they will offer subscribers an in-depth analysis of the various factors shaping treatment choice in these increasingly complex indications, including drivers for and barriers to the uptake of biologics.

Commented Pieter De Richter, Regional Head of APAC Syndicated at Ipsos Healthcare:

"The uptake of biologics for the treatment of autoimmune diseases has been slower in China than in established markets such as the US and Europe. However, the large number of patients suffering from these often debilitating conditions, linked to continuous improvements in reimbursement cover and access, present a huge opportunity for pharma companies offering effective and well-tolerated therapies. Furthermore, the dynamic between innovator compounds and biosimilars is particularly important to understand in the Chinese market, given the high penetration of local biosimilar brands and the importance of affordability.



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Added Paul O'Meara, Senior Vice President of Autoimmune Therapy Monitors at Ipsos Healthcare:

"It is a very exciting time in the autoimmune arena, with a wide variety of new targeted biologic treatments and biosimilars offering greater treatment options for patients. We are delighted to expand our Psoriasis, IBD and Lupus studies into China to meet the global and local research needs of our clients."

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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.



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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.

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