

Healthcare Service Line, Ipsos

Inspiring Better Healthcare

The global healthcare market is unique, complex and continually evolving. Today more than ever, it takes a genuine specialist to be a true partner to pharma and medical device & diagnostics clients.

Ipsos' Healthcare Service Line is that partner. We deliver global insight, analytics and advisory services to the healthcare sector – enabling our clients to act with clarity, certainty and speed.

Our key facts



One of the world's leading primary healthcare market research businesses



A team of 1100+ experts, with a diversity of academic and industry backgrounds



A presence in c.50 countries across Europe, The Americas, Middle East & Africa, Asia Pacific & Japan



500+ clients in pharmaceuticals, biotechnology, medical devices & diagnostics, connected health, tech, and other healthcare markets

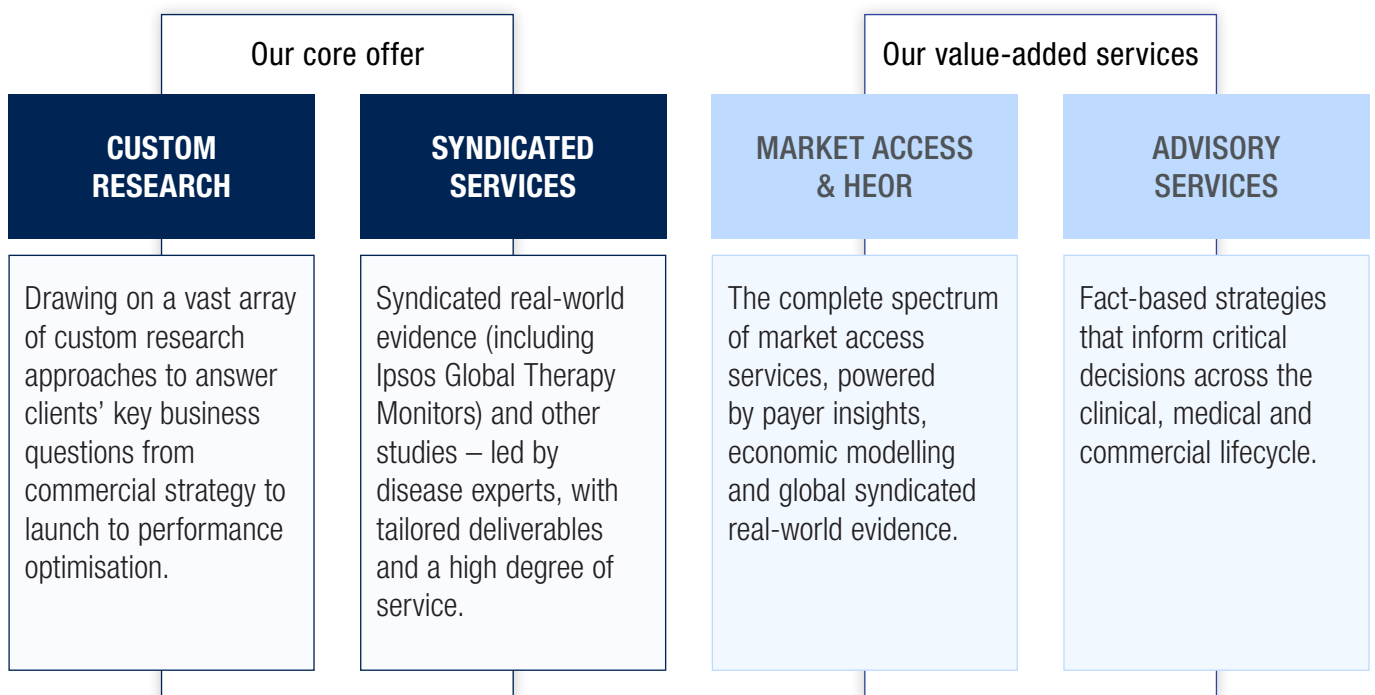
Our offer is designed to address all key challenges across the product lifecycle

Ipsos supports clients at every stage, up to and beyond launch....



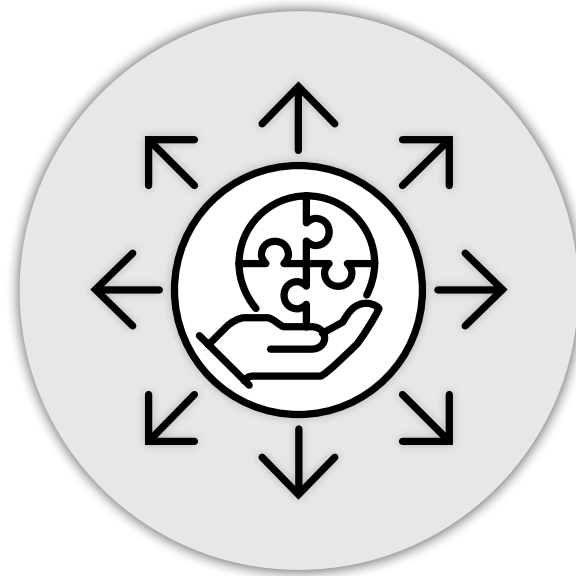
...with a holistic, integrated offer

Product lifecycle priorities are connected, but are often managed separately. By contrast, Ipsos can connect and integrate our capabilities to deliver a more holistic set of insights, evidence and strategies.



Our global Centres of Expertise

Meanwhile, our global CoEs harness, cascade and advance Ipsos' expertise in key areas of importance to our clients, ensuring our global knowledge is available to clients wherever they are.



Product lifecycle	Market knowledge	Innovative solutions	Therapy insights
<ul style="list-style-type: none"> Commercial Strategy Launch Excellence Performance Optimisation 	<ul style="list-style-type: none"> Market Access & HEOR Compliance Multi-Stakeholder Access/ Engagement Medical Devices & Diagnostics Connected Health Patients 	<ul style="list-style-type: none"> Data Science & Advanced Analytics Multi-source Data Solutions Innovation Social Intelligence Qualitative Observation & Activation Behavioural Science 	<ul style="list-style-type: none"> Oncology Autoimmune Virology & Vaccines Rare Diseases Diabetes & Obesity Respiratory

Multi-Source Data: Our guiding principle

Underpinning our offer is our multi-source data strategy, mandating that all our solutions draw on relevant existing healthcare data sources to guide our primary research.



Why Ipsos for healthcare research?

- **CLIENT ENGAGEMENT**
We put clients first. Always. We focus on long-term partnerships, not one-off transactions, and treat clients' businesses as if they are our own.
- **INNOVATION**
Our unique strength comes not only from our healthcare expertise, but from bringing Ipsos' many consumer innovations to our healthcare clients.
- **GLOBAL REACH, LOCAL KNOWLEDGE**
The combination of our highly connected global network and our local, on-the-ground presence in c.50 countries is critical to our global clients.
- **DATA SCIENCE & MSDS**
Our large global analytics team, dedicated to pharma MR, spearheads our organisational commitment to multi-source data solutions.
- **COMPLETE COMPLIANCE**
Led by our Compliance CoE, we adhere to the leading industry standards and operate in line with their most stringent requirements wherever we are.
- **SYNDICATED REAL-WORLD EVIDENCE**
Our Global Therapy Monitors and related services are the industry's most comprehensive portfolio of its kind, with unrivalled customisation and service.



Contact us:
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ABOUT THE IPSOS HEALTHCARE SERVICE LINE

Ipsos is a global insight, analytics and advisory partner to the healthcare sector. Operating in over 50 countries, our multi-disciplinary team delivers integrated services and proprietary real-world evidence across the product lifecycle. This enables our clients to act with clarity, certainty and speed.