

# Healthcare Service Line, Ipsos

## Inspiring Better Healthcare

**We provide insights, evidence and guidance across the healthcare product lifecycle – empowering our clients to align commercial success with what matters most: improving patients' lives....**

Bringing deep sector expertise to every engagement, our globally connected teams address the full spectrum of healthcare business questions.

### Our key facts



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



A team of 1250+ experts, with a diversity of academic and industry backgrounds



Global coverage, with dedicated teams in Europe, Americas, MENA, APAC & Japan



500+ clients in pharma, biotech, medical devices & diagnostics, connected health, tech, & other healthcare market segments

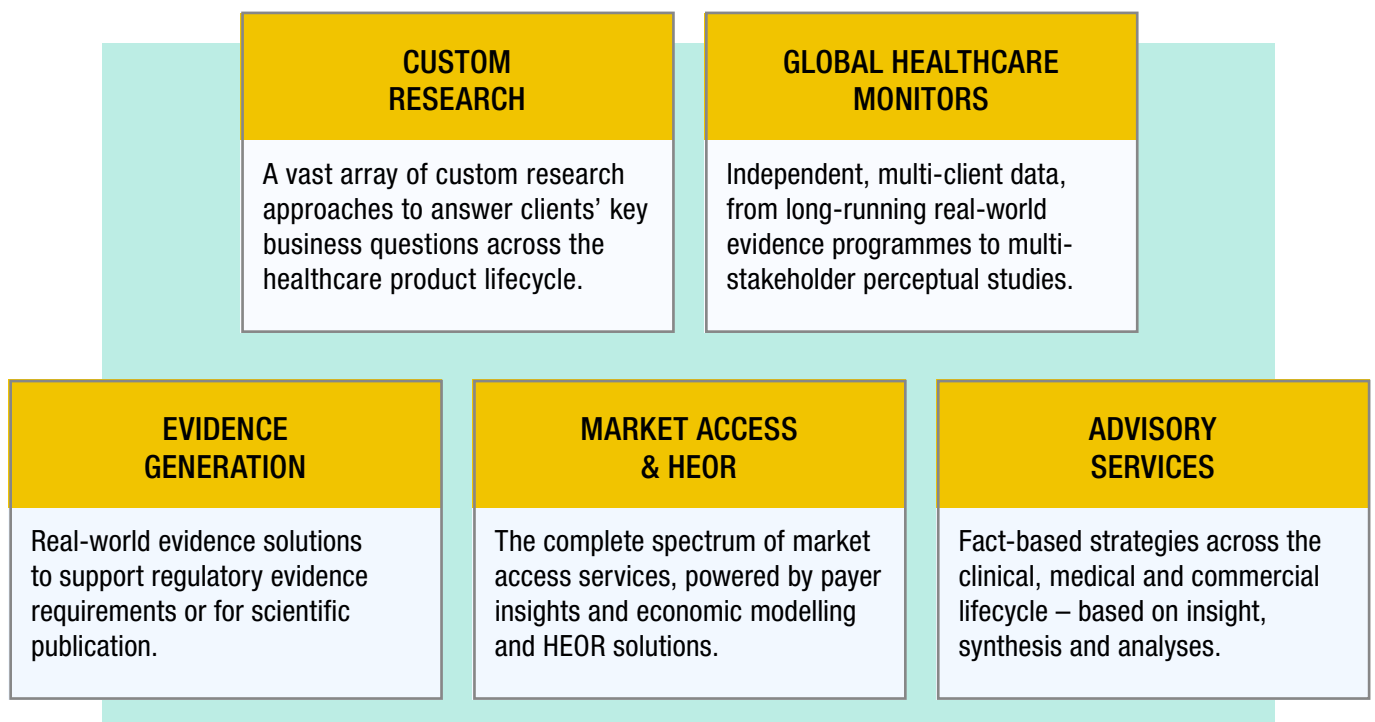
# Our offer is designed to address all key challenges across the product lifecycle

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

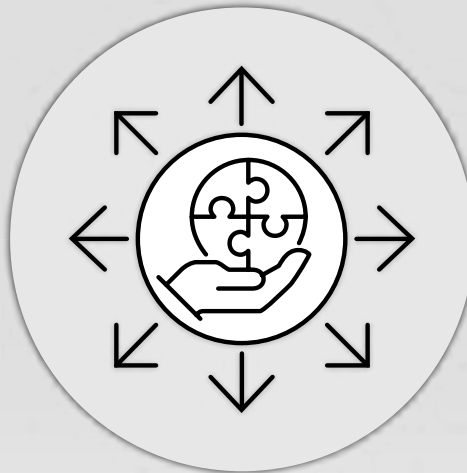
Meanwhile, our global CoEs harness, cascade and advance Ipsos' expertise in key areas of importance to our clients, ensuring our global knowledge is available to clients wherever they are.

## SOLUTIONS & CAPABILITIES

- Product Lifecycle Solutions
- Evidence Generation
- Market Access & HEOR
- Advisory Services
- Data Science & Advanced Analytics
- Multi-source Data Solutions
- Social Intelligence
- Qualitative

### THERAPY EXPERTISE

- Oncology
- Obesity
- Virology & Vaccines
- Autoimmune
- Rare Diseases



### MARKET KNOWLEDGE

- Medical Devices & Diagnostics
- Digital & Connected Health
- Compliance



## 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 worldwide 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.



## WE ARE #1 FOR INNOVATION.

Ipsos was named **No. 1 Most Innovative Supplier** in the 2023 GRIT Business & Innovation Report – Greenbook's annual ranking of the world's most influential insights and analytics providers.

## Contact us:

[Healthcareinquiries@Ipsos.com](mailto:Healthcareinquiries@Ipsos.com)

[www.ipsos.com](http://www.ipsos.com)

### ABOUT THE IPSOS HEALTHCARE SERVICE LINE

Ipsos is a global insight, evidence and advisory partner to the healthcare sector – and one of the world's leading healthcare primary market research businesses. We provide insights, evidence and guidance across the healthcare product lifecycle – empowering our clients to align commercial success with what matters most: improving patients' lives.