

INTEGRATED EVIDENCE PLANNING

What is Integrated Evidence Planning?

Integrated Evidence Planning (IEP) is a systematic process for defining what evidence is needed, and when and how it should be generated to support a product's value proposition throughout its lifecycle.

IEP ensures scientifically robust, fit-for-purpose evidence is available throughout your product's lifecycle.

Three Key IEP Questions

1. **WHAT** evidence must be generated?
2. **WHEN** is that evidence needed?
3. **HOW** best to generate evidence?

Clarity	Transparency & alignment	Efficiency	Impact	Focus & stability
All needs are brought into the open, leaving no blind spots	A truly cross-functional exercise	Identifies synergies in evidence generation	Rational prioritisation maximises value for product & patients	A clearly defined roadmap for success, ensuring team harmonised

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IEP Process starts from setting clear goals to maximise product value

Strategic evidence planning aligns your programme to **achieve faster time-to-launch**, **optimised resource allocation**, and **evidence packages** that satisfy the distinct needs of regulators, payers, healthcare professionals, and patients.

Drawing on both internal and external inputs to deliver thorough assessments

INTERNAL

Clinical development plans

Target Product Profile (TPP)

"Evidence catalogue"

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EXTERNAL

Regulatory requirements

Market insights

Medical intelligence

A fully transparent approach, ensuring alignment across stakeholders and delivering a comprehensive audit of evidence needs

Study	Workshops with stakeholders		Roadmap
ALL-INCLUSIVE	**ANALYTICAL**	**ALLIGNED**	**ACTIONABLE**
Build (or refresh) the map of stakeholders and needs Align the product strategy, TPP and therapy area benchmarks	Characterise the evidence needs: stakeholders, data, study design, timing External data landscaping	Align priority criteria Populate evidence heatmap Identify synergies and efficiencies	Define a detailed roadmap (which studies, on which data, when) Create key documents ready for internal workflow

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Key business questions answered by evidence planning

IEP identifies the type of evidence needed to address questions from various stakeholders, including **regulatory agencies**, **payers**, **prescribers**, and **patients**.

Q: What is the unmet need?

A: Patient Journey research

Q: How much is the treatment worth?

A: Budget impact analysis

Q: Will my patients benefit?

A: PRO and QoL studies

Q: Will it improve my quality of life?

A: Quality of Life study & Patient Reported Outcomes

Q: Is the drug safe (long term)?

A: Longitudinal safety studies

Q: Does it reduce other system costs?

A: HEOR studies

Q: Does it fit within the workflow of my setting?

A: Prescriber preferences

Q: Which treatment will my patient choose?

A: Patient preference

IEP delivers rich, insightful and actionable outputs

Deliverables detail a clear plan of action for your evidence needs and come in a variety of formats.

Catalogues: A full breakdown of evidence studies by therapy area, scored by strength of evidence: low, medium or high.

Gaps: Identify and prioritise the voids in your evidence collection compared with key competitors.

Heatmaps: A complete overview mapping weak spots in evidence quality and impact, in addition to evidence opportunities.

Roadmaps: An evidence to-do list in order of priority, logged with time frames and clear team ownership for each activity.

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Why choose Ipsos as your partner for Integrated Evidence Planning?

01 Globally led, local expertise

Dedicated experts and thought leaders, international and local expertise, combined with native language fluency.

02 Bringing unparalleled stakeholder access

Deep access to external experts across all aspects of the healthcare ecosystem.

03 Deep Therapeutic knowledge

Dedicated therapeutic area experts who bring first-hand scientific knowledge across key disease areas to ensure scientifically rigorous and clinically meaningful evidence programmes.

04 Industry leading innovation

Established leader in healthcare innovation, leveraging the latest methods and technologies, enhancing study experience and evidence impact for all stakeholders.

05 Laser focus on your challenges

We work in close collaboration with clients, and internally across teams, to understand and meet evidence needs at all stages of the product lifecycle.

06 Multi-disciplinary offer

Multi-disciplinary expertise brought together around holistic solutions to offer market-leading evidence consulting that meet global and local regulatory and compliance requirements.

CONTACT US TO LEARN MORE

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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 clinical and commercial success with what matters most: **Improving patients' lives.**

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