



## Evidence-Based Decision Making

### Meeting Your Needs

In today's cost-constrained health care environment, industry is increasingly influenced by stakeholders demanding evidence of value. Companies must be able to predict and respond to these demands in a timely and scientifically-rigorous manner if they intend to prosper.

United BioSource Corporation (UBC) recognizes this critical need and has researchers dedicated to understanding the science policy issues that exist in today's health care arena.

### Leading Industry Change

UBC offers the knowledge and expertise of thought leaders in a range of fields to give the evidence-based health science policy edge needed to compete in both the U.S. and global markets.

Our scientists analyze, manage and influence policies and regulations that affect the environment for marketed health care products. In recent years, UBC has led several health policy projects that quantify the health benefits attributable to innovations in medical technology and pharmaceuticals.

We supply evidence-based solutions to health science policy challenges by providing:

#### *Experience in:*

- Evidence-based medicine
- Adaptive trial and registry design
- CMS coverage policy
- Patient-reported outcomes
- Health technology assessment
- Reimbursement policy analysis

#### *With the ability to offer:*

- Policy white papers and issue briefings
- Legislative and regulatory policy analysis
- Value of investment analysis
- Economic modeling
- Systematic literature reviews
- Strategic consulting

UBC accelerates the generation, analysis and communication of real-world evidence.

## The PACE Initiative

United BioSource Corporation has founded the PACE Initiative, a new endeavor to contribute ideas and to stimulate novel analytical solutions with the aim of improving real-world, comparative effectiveness evidence for informed health care decision making.

### *Mission Statement*

The Pragmatic Approaches to Comparative Effectiveness (PACE) Initiative is a collaborative effort to improve the practicality and efficiency of comparative clinical studies to address mounting real-world evidentiary demands by payers, clinicians and policy makers.

### *Objectives*

- Stimulate discussion and debate as to the need for innovative, pragmatic solutions to developing real-world comparative effectiveness evidence that is affordable, timely and useful for health care decision making
- Raise awareness of scientifically sound, innovative clinical study methods and practices which may contribute to more efficient methods of producing useful real-world comparative evidence
- Function as a catalyst to evaluate novel clinical trial designs
- Develop consensus among key stakeholders as to specific pragmatic approaches to novel comparative trial designs
- Stimulate realistic, efficient alternatives for medical product manufacturers to invest in peri-approval comparative effectiveness studies which meet evidence requirements of clinicians, payers and regulators
- Stimulate realistic, efficient, alternative comparative trial research designs for any new publicly-funded “comparative effectiveness institute” such as is presently being considered by Congress

For more information on the PACE Initiative, please visit [www.PACEInitiative.org](http://www.PACEInitiative.org).