



Science & Strategy Matter

At United BioSource Corporation (UBC), we believe the most credible proof of value is scientific evidence. UBC partners with pharmaceutical, medical device and health care organization to plan, build and communicate the scientific evidence for their products because we understand evidence – and its value. For more than 20 years, we have provided our clients with scientific leadership, high quality work and credible, practical guidance for real-world challenges.

Plan an Evidence-Based Strategy

The current health care environment demands that successful companies anticipate hurdles, plan effectively and generate a credible chain of scientific evidence by integrating health economics, systematic literature reviews and meta-analyses, health outcomes research and pricing and reimbursement strategies into product development. UBC staff works with clients from pre-launch through post-launch to help plan a comprehensive strategy for developing evidence supporting the benefits of their products.

We assist clients with identifying potential opportunities and challenges in the planning stage and work with them on strategic courses of action to build a strong and comprehensive chain of evidence throughout the life cycle of their product.

Build the Chain of Evidence

UBC scientists successfully build the chain of evidence to show the efficacy, safety, effectiveness, economic value and health outcomes of both pharmaceuticals and devices, and we translate this evidence into coherent value messages.

Communicate Product Value

UBC scientists help clients communicate the scientific evidence to the appropriate stakeholders, including health care professionals, regulatory agencies, payers and patients. Whether clients are preparing for a product launch or maintaining a competitive advantage in the marketplace, we can help plan an effective and comprehensive strategy for their product.

Trust the Experts

UBC scientists and physicians are recognized thought leaders within the industry and their experience is unmatched:

- Over 2,000 peer-reviewed publications
- More than 300 systematic reviews
- Editorial positions on scientific journals
- Leadership positions for scientific societies and task forces
- Advisory board positions with leading pharmaceutical companies
- Guideline and health policy consultation and authorship

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

Evidence-Based Solutions from Pre-Launch to Market Maturity
Specializing in U.S. and E.U. Markets

Expertise

Value

Health Economics & Policy

Demonstrate economic advantages and overall product value and inform policy decisions on health care

Health Outcomes Research

Understand and communicate impact of disease, treatment and medical care on health-related quality of life and other patient-reported outcomes of pharmaceuticals, biotechnology, medical devices and other health care interventions

Systematic Literature Reviews & Meta-Analyses

Understand the efficacy and safety landscape through the proven review and analysis methods

Pricing & Reimbursement Strategy

Design research and market-driven strategies to meet payer demands

Epidemiology & Risk Management

Understand and communicate the benefits and risks of pharmaceutical and medical devices

We understand the global marketplace:

- Consumer needs
- Clinical demands
- Competitive landscape
- Regulatory hurdles and requirements
- Payer demands
- Aggressive timelines

For more information about UBC's scientific consulting and communication services, call us in the U.S. at +1 301 654 9729 or in the E.U. at +44 (0) 207 299 4550. Or email us at analytics@unitedbiosource.com.