



Value Matters

Meeting Your Needs

Establishing and communicating product value matters, and United BioSource Corporation (UBC) understands this best. Economics are a key driver in determining the overall value of a product. Documenting the link between economic evidence and product value is the core foundation of UBC's health economics and policy services.

Within UBC's Center for Health Economics & Science Policy, UBC economists and analysts design and implement health economics research and analyses to quantify the burden of illness, evaluate treatment cost-effectiveness and budgetary impact, and document economic advantage and value.

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

- Cost-effectiveness studies
- Burden of illness studies
- Economic dossiers
- Clinical trial support
- Economic modeling
- Strategic and scientific consulting, including Evidence Generation Planning

UBC provides strategic support throughout the product life cycle. From early pre-launch planning to launch and post-marketing management, we help clients build support for their products' value messages.

Leading Industry Change

UBC's world-renowned health economics experts have been involved in submission guidelines for organizations such as the Academy of Managed Care Pharmacy (AMCP) and the National Institute for Clinical Excellence (NICE), as well as leading initiatives such as the Bayesian Initiative in Health Economics and Outcomes Research.

Our health science policy staff 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.

Scientific & Technological Resources

Our scientists apply a wide range of economic and modeling tools to your programs, including econometric analysis, Bayesian statistical analysis, decision analytic modeling, discrete event simulation (DES), health utility assessment, willingness-to-pay studies, retrospective analysis of large databases, literature review and synthesis and meta-analysis.

UBC offers data resources, including real-world patient data, from a multitude of diverse sources, including Oncology Electronic Medical Records (EMR), EvidenceHub® (a proprietary, user accessible database of disease sets) and individual patient databases. We have extensive experience locating, acquiring and working with large administrative databases.

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

Our services include:

Strategic Planning

- Burden of illness studies – quantify economic impact
- Market assessment – documents utilization and costs of current clinical practice
- Go/No-Go models – project value and viability of a new product
- Product value definition – serves as a basis for identifying potential value messages
- Outcomes research plan – guides activities during product development to document evidence of value

Economic Studies

- Study design – economic endpoints, power calculation, protocol development
- Data collection – forms design, site personnel training, quality control
- Analysis – analysis plan, statistical test selection, data analysis
- Extension of findings – modeling to project trial to new scenarios
- Communication of findings – final report, white paper, abstract, manuscript

Product Support

- Multi-country analysis – adapts findings to other countries
- Economic dossiers – formulary submission documents
- Effectiveness studies – documents economic impact in real-world settings
- Brand/Generic switch decisions – projects impact of generic switch on utilization and sales

We understand the importance of communicating the value message, so we offer these services to assist clients:

Dissemination

- Author abstracts
- Presentations
- Manuscripts for publication
- Define audience appropriate methods to communicate findings to scientists, clinicians, decision-makers and consumers

Training

- Integrating health outcomes research into product development
- Principles of health economics
- Bayesian methods as applied to pharmacoeconomics
- Modeling techniques

For more information about UBC's value generation solutions, 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.