

Global health economics and outcomes research

At Optum™, we provide an expert perspective that can help you make strategic decisions about your products. With leading expertise in health economics and outcomes research (HEOR) and product value strategy, we develop and implement strategic study designs that combine scientific and commercial objectives to help maximize the opportunities for your products in the marketplace.

Health economics and outcomes research

We are one of the world's leading HEOR companies. For more than 25 years, we've specialized in delivering the scientific results that help our clients realize the full potential of their brands. We accomplish this by applying our proven expertise in:

- Economic analysis (burden of illness, cost-effectiveness, cost utility) to the highest standards
- Decision-analytic modeling
- Budget impact analyses
- (Network) meta-analysis and systematic literature review

In addition, we:

- Advise on health care resource utilization data (treatment patterns, switching, utilization patterns) and productivity outcomes (presenteeism, absenteeism)
- Capture patient-reported outcomes
- Apply advanced statistical methods for the analysis of patient-level data, including "piggyback" analyses
- Provide input into Phase IV and market access research
- Conduct pricing analyses focused on economic evidence
- Develop reimbursement dossiers and consult on submission strategy
- Provide customized rigorous reviews of scientific literature reporting on clinical and economic outcomes

Benefits to your organization

Count on our team of experienced researchers, analysts and associated professionals to help you:

- Develop a deeper understanding of your market
- Evaluate your portfolio's health economics implications
- Choose between competing compounds in development
- Make more informed pricing decisions
- Increase formulary acceptance and reimbursement
- Devise strategies to address budgetary challenges
- Achieve greater differentiation for your products
- Demonstrate your product's value in the market
- Gain competitive advantage, and grow market share

Count on our HEOR experts to deliver the scientific results that can help you realize the full potential of your brands.

The market landscape — in sharp focus

By leveraging our proven expertise, therapeutic area insight, access to the largest proprietary source of health care information in the United States and experience with many other data sources in Australia and the Far East, we present the market landscape in sharp focus — so you can demonstrate your product's value and gain greater competitive advantage.

Look to us for insight and strategies that can help you successfully demonstrate the value of your products for all stakeholders.

Maximize the opportunities for your products in the marketplace.

North America

Debbie Becker
+1 289 313 6002
debbie.becker@optum.com

Asia Pacific

Alasdair Godfrey
+612 9572 4500
enquiries@optum.com



11000 Optum Circle, Eden Prairie, MN 55344

All Optum trademarks and logos are owned by Optum. All other brand or product names are trademarks or registered marks of their respective owners. Because we are continuously improving our products and services, Optum reserves the right to change specifications without prior notice. Optum is an equal opportunity employer.

© 2015 Optum, Inc. All rights reserved. OPTPRJ7991 03/15 46389-032015