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Kendle's innovative and creative approach to study design spanning several countries provided the critical pharmacoeconomic data we needed to advance the success of our new therapy.

*Medical Director, Internal Medicine/CNS
sanofi-aventis*

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Preview Kendle's capabilities

- Consultation/strategic planning
- Planning, realization and evaluation of HE/PRO studies
- Prospective HE/PRO trials and observational studies
- Retrospective chart reviews and database studies
- Piggy-back trials (economic modules added to current clinical trials)
- Expert interviews (Delphi) and patient interviews
- Time and motion studies
- Health technology assessment
- Health economic modeling
- Cost/cost effectiveness/cost utility/cost benefit analyses
- Data collection (paper-based, via online and offline e-questionnaires) and management
- Statistical analyses
- Reimbursement dossiers and publication planning/presentation of results
- Patient preference studies
- Patient related outcome studies

Demonstrating added value

In today's highly competitive and fast-moving healthcare environment, budgets are being stretched more than ever. It's no longer sufficient for a new pharmaceutical agent to offer merely a demonstrable clinical advantage over existing products.

New products now need to be differentiated on several levels:

- In terms of safety and efficacy to meet the approval of clinicians
- In terms of life and treatment satisfaction to meet patient needs
- In terms of health gain and pharmacoeconomic benefits to satisfy payers

Many countries have specific Health Economics (HE) and Patient-Reported Outcomes (PRO) requirements for pricing, reimbursement, market access, formulary inclusion and inclusion in treatment guidelines. If a product does not meet these requirements it will fail, even if it has convincing efficacy data.



The Kendle difference

At Kendle, we offer expertise and experience in HE, PRO and Outcomes Research (OR) throughout all phases of a product's life cycle to demonstrate added value and gain a competitive advantage in today's markets. Our experts are highly experienced, customer-oriented professionals who provide innovative solutions to HE and OR.

We combine a significant global presence with detailed knowledge of the individual local markets, allowing us to execute HE programs on a local, regional and global level. Our understanding of local requirements ensures we can design and execute HE, PRO and OR studies that demonstrate product value to the relevant stakeholders. Furthermore, our global reach allows us to address the needs of each individual market while gaining efficiencies through our global network.

We offer a variety of high-quality, scientifically sound approaches to data collection and analysis and select the best, most scientifically valid and cost-effective study approach for a given situation. Our flexibility means we can customize a study design according to the needs of each individual program, and our resource base allows us to execute studies within specific timelines while maintaining a very high level of quality. We provide an additional viewpoint with independent strategic advice to ensure timely submission of high-quality applications and faster completion of your study goals.

When you choose Kendle, you can realize further efficiencies by receiving all services from one provider. Our Health Economics and Outcomes Research organization collaborates closely with other Kendle groups such as Safety, Regulatory Affairs, Clinical Data Management, Biostatistics, Medical Writing and Medical Affairs to ensure optimal study conduct.

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I like working with Kendle because they are very fast and very professional.

Senior Manager of Health Economics and Outcomes Research, sanofi-aventis

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A justified reputation in cost studies

Even before working with Kendle, the current Senior Manager of Health Economics and Outcomes Research at sanofi-aventis knew of our reputation for expertise in cost evaluation studies, particularly in diabetes mellitus (CODE-2 study). After attending one of our intensive courses in health economics, we have developed a very special relationship.

Most recently, Kendle undertook a cost evaluation study in diabetes mellitus in the German market, in which we analyzed the resource utilization of diabetes mellitus patients over a two-year period. Within a very short timeframe and to a high level of scientific accuracy, we were able to demonstrate cost effectiveness for one of the customer's most important insulins.

For more information

about Kendle's capabilities in Health Economics, Patient-Reported Outcomes and Outcomes Research, please contact us at info@kendle.com or at one of the telephone numbers listed below:

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