

# Capture the Value of Your Product: Health Economics

Generate a credible evidence base by integrating health economics into product development

## Know Your Product's Value

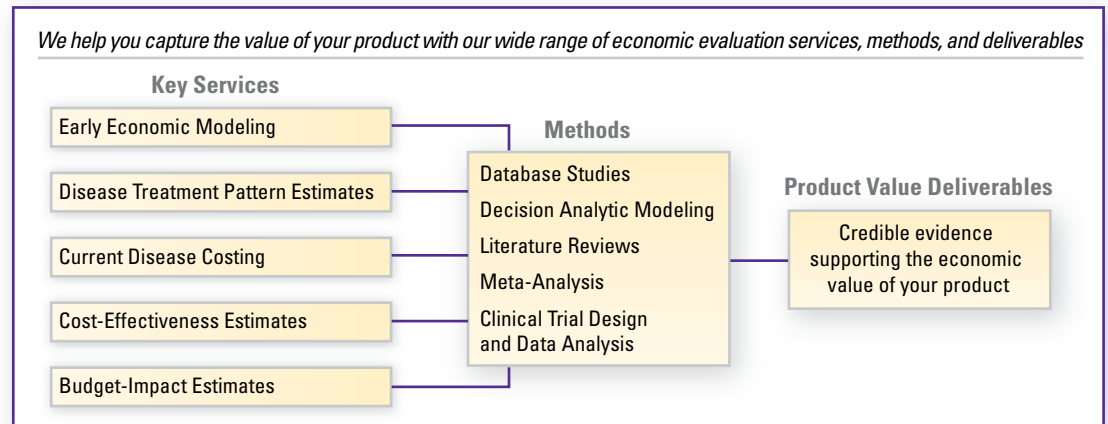
For your product to achieve successful commercialization, you need a credible evidence base to support and document its global economic value. We conduct well-designed studies so you can confidently present the value of your product to key decision-makers.

## Receive Quality Deliverables

You will benefit from our quality-assured deliverables, including:

- Health economics strategy documents
- Economic regulatory submission documents and formulary dossiers
- Interactive model software
- Literature reviews
- Presentations at professional meetings
- Peer-reviewed journal articles and abstracts
- Training courses, seminars and workshops

### Product Value



## Contact

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## Benefit from Our Economic Evaluation Services

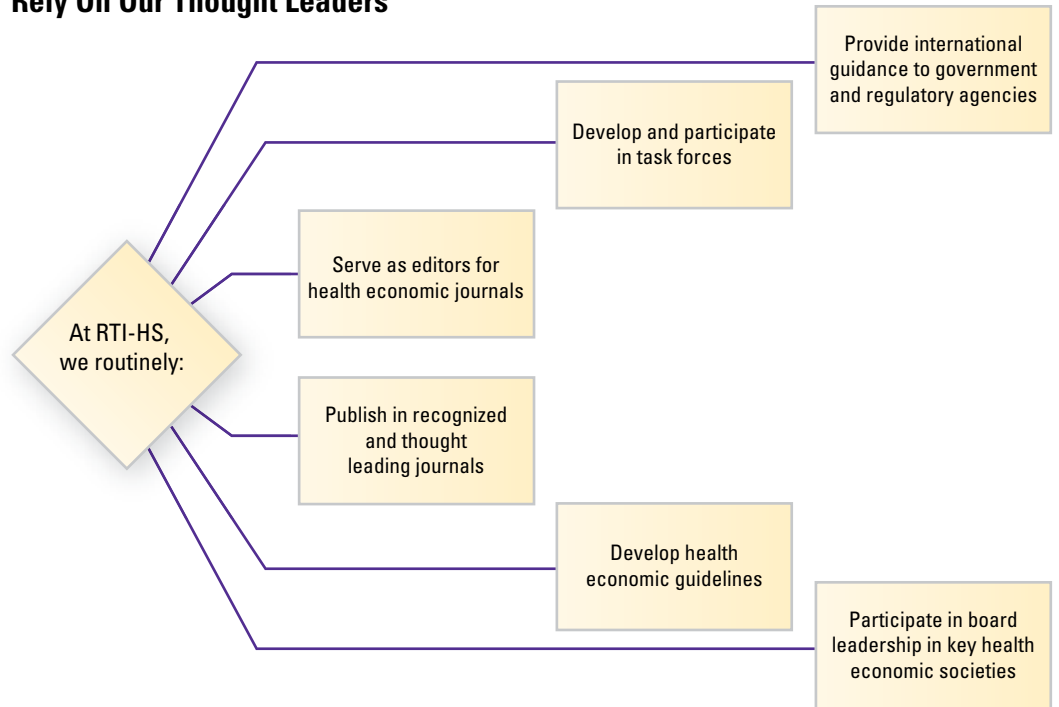
Our health economics techniques inform every aspect of decision-making throughout your product's lifecycle. For example, our cost-of-illness and disease treatment pattern studies clearly define unmet needs. This information reveals the potential competitiveness of your product.

Our economic evaluation services help you:

- Select among potential drug candidates
- Assist pricing decisions
- Achieve formulary acceptance
- Gain reimbursement
- Guide recommendations on use of the product in treatment

*(continued)*

## Rely On Our Thought Leaders



### RTI Health Solutions Key Thought Leaders

Josephine Mauskopf, PhD  
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## See How We've Helped Others

We deliver valuable studies to our clients. Examples of our work include:

1. Local and national AIDS Drug Assistance Programs (ADAPs) used our budget impact model to justify increases in budget allocation as new drugs became available. Our study was published in the *Journal of AIDS*.
2. Our literature synthesis and health economic strategy document for a neurological disease provided comprehensive disease and competitor information that the client needed. The client used the information to prepare health economics case report forms for the clinical development program and design supplemental studies to generate a value package for a new product.

3. We provided a customized economic model for a client to estimate the costs and benefits associated with various treatments for chronic pain in multiple countries. The client used the results to confidently launch a new chronic pain treatment in competitive markets.

## Let RTI-HS Help You

To learn more about our capabilities, please visit us online at [www.rtihs.org](http://www.rtihs.org), email us at [rtihealthsolutions@rti.org](mailto:rtihealthsolutions@rti.org), or call one of our international offices listed on the front.