Real World Evidence from a Real-World Company

Syneos Health™

You want real world evidence? You need a real-world partner. We're closer to today's commercial realities than any other CRO or HEOR vendor.

Do You Have the Evidence Needed to Support Both Regulatory Approval and Market Adoption?

Challenges:

- Obtaining regulatory approval can be complex and costly
- Overcoming commercial hurdles to achieve market adoption is increasingly challenging
- Payers, Providers, HTA and Government stakeholders are becoming more sophisticated in their demand for product value and real world evidence
- Manufacturers must demonstrate an evidence package that can push through an ever-widening gauntlet of access barriers

Our Solution:

- Syneos Health™ combines the essentials of real-world global research—such as clinical and methodological expertise, trial infrastructure, and scientific rigor—with the business acumen, consulting insights, and problem-solving capabilities of a world-class, commercial organization
- These capabilities allow Syneos Health to bridge the gap between clinical development and commercial success

The Syneos Health Advantage

We've invested in a **strategic mix of proprietary services** and infrastructure that offers each client customized solutions through a singular team to thrive in the **new market reality**.

CHOICE 1: PURE PLAY CRO
CRO's focus on Regulatory Approval and not Commercial Reality

CHOICE 2: STAND-ALONE HEOR
Stand-alone HEOR firms are focused on good modeling but lack commercial and clinical context

A BALANCED OPTION
With the integration of CRO, HEOR and market access, Syneos Health offers insights and solutions that address the real world.

Global Services and Expertise

Pricing and Market Access Consulting

- Payer Insights via Landscape Assessments, Value Proposition Development and Testing, Evidence Planning and Early Scientific Advice and Patient Segmentation
- Market Access Strategy services encompasses Submission Strategy, Evidence Planning and Strategy, Global Value Dossier Development, Specialty Markets Optimization and Launch Sequencing
- Market Access Capabilities include Reimbursement Dossier Development, Cost-effectiveness and Budget Impact Model Development, Meta-analysis and Systematic Literature Reviews

Real World Evidence Consulting

- Evidence Planning and Research Design to Meet Regulatory and Commercial Objectives
- Retrospective Database Analysis of Administrative Claims and Electronic Medical Records
- Patient-Reported Outcomes (PRO), Instrument Selection and Clinical Endpoints Assessment
- Scientific Rigor in Study Design to Enable Dissemination in Peer-Reviewed Journals and Conferences

Late-Stage Research

- Interventional Research, including Pragmatic Clinical Trials, Phase IV Trials and Expanded Access/Compassionate-Use Programs
- Non-Interventional Research, including Voluntary and Mandatory PASS, Registries, Retrospective Database Research and Medical Record Reviews and Epidemiologic Studies

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Syneos™ Health

Clinical Development

Early Data Insights Inform Commercial Strategy Enhancing Market Adoption

We leverage commercial experience to prevent the development of late-stage trials with no commercial utility.

We are better at helping you select your comparator and dramatically better at helping you choose your endpoint.

PHASE I	PHASE II - III	PHASE IV		
			Sales Forces	Consulting, Strategy, Pricing and Market Access
			Patient Adherence	Advertising, Public Relations, Medical Communications

Data: Extensive Experience and Access

We have expertise and access to varied types of global data that allow us to select and use the best data to support your global market adoption.

We bring deep clinical and therapeutic insight into your HEOR studies, which allows us to uncover commercial differentiators leading to Real-World Quality and Value.

Commercial

HEOR, Market Access and Real World Evidence

Our Real World Evidence as well as our Pricing and Market Access teams are integrated to provide the full array of HEOR and market access consulting services needed to demonstrate product value and engage healthcare system stakeholders. We utilize our commercial insights to bring a strategic approach to study design, endpoint selection and analytic methods. This eliminates the guess work in evidence generation to ensure timely and impactful messaging at the time of product launch and over the entire product life cycle.

Contact Us Today

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The Syneos Health Advantage

- A leading global CRO with comprehensive Phase I-IV Clinical development services
- The first Contract Commercial Organization in the market
- Access to key decision-makers at the top 50 U.S. payers, representing about 150 million of 165 million commercial lives
- Ability to reach 194+ million patients with drug adherence programs through the largest network of pharmacies
- A global network of specialists and agencies delivering full-service medical communications and medical education
- Best-in-class capabilities spanning public relations, digital and social media, medical and scientific education and analytics

About Syneos Health

Syneos Health™ (Nasdaq:SYNH) is the only fully integrated biopharmaceutical solutions organization. Our company, including a Contract Research Organization (CRO) and Contract Commercial Organization (CCO), is purpose-built to accelerate customer performance to address modern market realities. Created through the merger of two industry leading companies – INC Research and inVentiv Health – we bring together more than 21,000 clinical and commercial minds with the ability to support customers in more than 110 countries. Together we share insights, use the latest technologies and apply advanced business practices to speed our customers' delivery of important therapies to patients. To learn more about how we are shortening the distance from lab to life™ visit SyneosHealth.com.