

# bcnhealth

we have the expertise to turn data into value



continuing product support  
discrete choice experiments  
**reimbursement dossiers for health authorities**  
literature and PRO measures review  
bayesian value of information analysis  
strategic and tactical market access consultancy  
cost of illness studies & cost-consequence analysis  
Markov models  
willingness to pay studies  
retrospective database analysis  
core value dossiers  
evidence appraisal and synthesis  
cost-effectiveness analysis  
utilisation studies  
cost-utility analysis  
economic analysis alongside clinical trials  
development of economic value proposition meetings  
budget impact forecasts  
economic value propositions dossiers

[www.bcnhealth.com](http://www.bcnhealth.com)

ECONOMICS & OUTCOMES RESEARCH



authorities  
measures review  
analysis  
market access consultancy  
continuing product support  
Markov models  
willingness to pay studies  
retrospective database analysis  
core value dossiers  
evidence appraisal and synthesis  
economic analysis alongside clinical trials  
cost-effectiveness analysis  
cost-utility analysis  
utilisation studies  
development of outcome measures and clinical scales  
economic value propositions dossiers  
budget impact forecasts  
organisation of economic value proposition meetings

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**Who we are**

**What we do**

**About us**

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**Our services & solutions**

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# Who we are

**bcnhealth** is an independent healthcare consultancy located in Barcelona, with a multidisciplinary and international team of professionals with extensive experience in the pharmaceutical and medical device industries and formal training and advanced degrees in a wide variety of scientific fields



# About us

## Disease areas in which we have worked:

- Autoimmune diseases
- Bone diseases
- Cardiovascular diseases
- Dermatology
- Diabetes
- Haematology
- Infectious diseases
- Neurology
- Nervous system
- Obesity
- Ophthalmology
- Oncology
- Pain management
- Psychiatry
- Respiratory
- Urology

# About us

## Network:

- **Contact with researchers** and consultants based in other European countries and the US which allow for cross-country projects
- **Facilities and expertise** in a wide range of health economic related disciplines (statistics, marketing, law, regulatory...)
- **Access to an expansive network** of specialists at leading medical centres, academic institutions and research organisations

# Our goals

...**being a competent** sparring partner for our clients at all stages, from product development to post-commercialisation

... **to generate compelling** healthcare evidence from early product development to post approval

... **to assist our clients** in defining strategies for optimal product market integration

...**deliver direct,** flexible and fast solutions for our clients' needs

...**efficient use** of evidence with the right audience through successful and highly credible communication

# Our strategy

- **Sponsor needs** are best met with rigorous yet applied research methods
- Strength of **close cooperation with sponsors** by dedicated work teams
- **Pragmatism, flexibility, and timeliness** are key to our success
- **Provide value** for money to our sponsors
- Our **professional advancement and credibility** can only be sustained by respecting principles of good practice



# Our services & Solutions

- **Market** access services
- **Strategic health economic** consultancy
- **Pharmaco-economic** analysis
- **Decision analytic** modelling
- **Patient reported** outcomes
- **Health policy**
- **Customized** training
- **Publication** services

# Market access services

- **Strategic and tactical market** access consultancy
- **Product positioning studies** and competitive pricing assessments
- **Product value propositions** and value substantiation process
- Organisation of **seminars / meetings** with local clinical decision makers
- **Roadmaps for optimum future** pricing and reimbursement
- Evidence development, **appraisal and synthesis**
- **Pricing and reimbursement dossiers** for health authorities
- **Evaluation and forecasts** of investment opportunities
- **Budget** impact forecasts / appraisals
- Continuing **product support**

# Strategic health economic consultancy

- **Health economic analysis** of sponsors' product portfolio
- **Detection** of potential for health economic value propositions
- Detection of **need for health economic value** defence lines
- Analysis of sponsors' health economic **strategies and planning**
- Planning of **pharmaco-economic research** programs

# Pharmaco-economic analysis

- **Development, validation, adaptation** and assessment of decision analytic models
- **Early stage** health economic modelling
- **Economic analysis** alongside clinical trials
- **Burden-of-disease** studies
- **Cost of illness** studies
- **Cost-consequence** analysis
- **Cost-effectiveness** analysis
- **Cost-utility** analysis
- **Health care costs** and utilization
- **Budget impact** analysis

# Decision analytic modelling

- Decision **trees**
- **Markov** models
- Retrospective **database analysis**
- Micro **simulation models**
- **Dynamic** models
- **Bayesian** value of information analysis

# Patient reported outcomes (PRO)

- **Literature and PRO measures** review
- **Instrument** validation
- **Utility** elicitation
- **Development of outcome measures** and clinical scales
- **Translation and linguistic** validation
- **Willingness** to pay studies
- **Discrete choice experiments**

# Health policy and management

- **Parallel trade** of pharmaceuticals
- Internal reference **pricing systems**
- **Pharmaceutical** expenditure analysis
- **Performance assessment** of health care providers (measurement, benchmarking and incentive system appraisal)
- **Hospital management** control and cost systems

# Customized training

- **Economic evaluation** of health care technologies
- **Advanced modelling methods** for health economic evaluations
- **Understanding cost** data for health economic evaluations
- **Design of management** control and cost systems in healthcare organisations



# Publication services

- **Preparation of articles**, posters and presentations for scientific journals and meetings
- Preparation of **promotional material** based on health economic value propositions
- **Development of interactive** user-friendly software for model demonstrations
- **Publication strategy**

**Share your needs  
and discover how we can  
help you address them**

**bcnhealth**

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