

i3 Innovus provides a scientific view of the marketplace, which includes an expert perspective on global market requirements, to help companies make strategic decisions about their products. With leading expertise in health economics, outcomes, and late phase research, we deliver the scientific evidence at any phase of the product lifecycle to help you demonstrate your products' value in the market and gain a competitive advantage.

By presenting the market landscape in sharp focus, i3 Innovus can help you realize the full potential of your brands. We apply our comprehensive suite of services throughout the product lifecycle, on a global scale with local expertise.

### Health economics and outcomes research (HEOR) expertise

i3 Innovus is one of the world's leading health economics and outcomes research companies with more than 20 years of expertise in areas that include:

- Understanding global payer evidentiary requirements
- Health economic modeling
- Econometric analysis of observational data
- Market access and reimbursement consulting
- Access to, and facility with, one of the world's largest retrospective claims databases (treatment patterns, switching, utilization patterns, productivity outcomes)
- Design and execution of prospective, observational studies—cost effectiveness, burden of illness, patient-reported outcomes (PRO)/quality of life (QoL)

### Real world/late phase research (LPR) expertise

With an integrated view that includes effectiveness, economic, and patient-reported outcomes, i3 Innovus delivers the scientific results that help its clients' products succeed in the market. We have the expertise to develop and implement strategic study designs that combine scientific, regulatory, and commercial objectives in order to maximize the opportunities for your products in the marketplace.

Further enhancing our operational expertise is i3Cube™, our revolutionary clinical trial and data management system that elevates client control to a new level in late phase research.

Our late phase research expertise includes:

- Registries—disease, product/device, and safety

- Postmarketing observational studies
- Pragmatic, minimally interventional studies
- Phase IV trials—approved product, approved or new indications/labeling expansion
- Comparative effectiveness trials
- Consumer health care/OTC/nutritional trials
- Postmarketing commitments (PMC) and post-authorization safety studies (PASS)

### Our specialists

We have experts at every level, from doctorate- and master's-level researchers to seasoned clinical pharmacists to top programmers and analysts. Our experts are published, respected researchers in their fields—and every step of the way, they apply their knowledge and experience to help your products succeed.

Our collective thinking includes:

- World-class expertise from the world's top health economists
- Over 20 years of health economics expertise
- More than 800 manuscripts, posters, and presentations co-authored with our clients and leading academic researchers

By leveraging our global thought leadership, proven methodologies, and access to the largest proprietary source of health care information in the United States, you can demonstrate your products' value, improve product lifecycle efficiency, and gain greater competitive advantage.

Find out how i3's leading HEOR and LPR solutions can transform your product lifecycle.

### Contact us

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www.i3global.com