

Trinity Evidence Strategy

(HEOR and Medical Affairs)

A dedicated team of Subject-Matter Experts to build evidence, drive scientific and medical education, support value-based pricing and achieve favorable market access



Proven expertise in high-impact, high-value therapies with high unmet need across Pharma, Biotech and MedTech



Deep familiarity with first-to-market launches, especially in life-saving therapies for pediatric conditions and rare diseases



Creative and impactful evidence generation that differentiates products in crowded, competitive therapeutic areas (TAs)



Stellar track record in conducting RWE studies, successfully bringing them to publication and pull-through to support Market Access and Strategic Pricing



Clear demonstration of prior success in driving access for patients and reducing payer barriers for approval

In today's global life sciences marketplace, the role and value of evidence is unquestionable. Novel therapies—many of which might be high-value therapeutics and/or specialty drugs—will need compelling evidence to persuade physicians to write the script and payers to provide access to label.

Pre-launch, clients need to characterize the disease landscape, identify unmet needs, create pre-launch medical education and conduct market-shaping activities.

Post-launch, therapies will need to continue to produce evidence of real-world value. Compelling evidence is especially needed in crowded, highly competitive TAs to demonstrate differential value versus other therapies.

Without high-quality evidence, commercial objectives suffer—market access can be sub-optimal, KOL advocacy can be weak and the product's potential could be severely limited.

Trinity Evidence Strategy helps clients demonstrate the holistic value of their assets across the product lifecycle by leveraging a best-in-class methodological approach powered by technology and scientifically-driven, publication-quality primary and secondary research.

[Ask Us A Question](#) | [Schedule A Meeting](#) | info@trinitylifesciences.com

Explore Trinity Evidence Strategy | www.trinitylifesciences.com



With markets growing increasingly competitive across the globe, the challenge for Med Affairs and HEOR teams is four-fold:



Trinity's Evidence Strategy team offers a complete suite of HEOR and Med Affairs services to help differentiate the value of a product vs. the competition.

Trinity's HEOR Core Pillars of Excellence

3 areas of deep expertise across 8 core engagement types

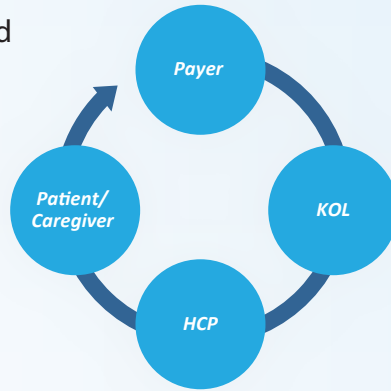
EVIDENCE PLANNING | EVIDENCE GENERATION AND EXECUTION | SCIENTIFIC DISSEMINATION



Trinity's Evidence Strategy team helps clients **design** a compelling value story, **demonstrate** must-have evidence and drive scientific **dissemination**

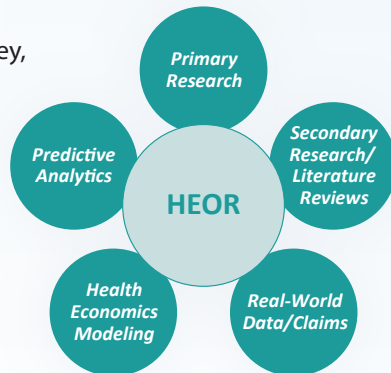
Design

- » Disease Landscape and Unbranded Value Story Development
- » Value Drivers and Detractors
- » Critical Evidence Review and Gap Assessment
- » Evidence Generation Plan and RWE Roadmap
- » KOL Mapping
- » Publications Planning



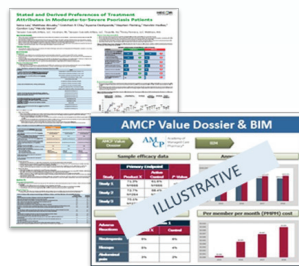
Demonstrate

- » Real-World Evidence:
 - RWD / Claims: Epi, Bol & Patient Journey, Treatment Pattern, Comparative Effectiveness, Adherence, Healthcare Resource Utilization (HCRU)
 - Primary Research Studies: Medical Chart Audits, Bol & Patient Journey, HCP & Patient Choice / Preference
- » Systematic Reviews (SLR / TLR, Meta-Analysis, ITC)
- » Predictive Analytics & HECON Modeling (CEA, BIM, Cost of Care)



Disseminate

- » Scientific Publications (abstracts, posters, podium presentations, manuscripts)
- » PIE Deck / AMCP Dossier / GVDs
- » Objection Handler



Abbreviations: HEOR: Health Economics and Outcomes Research; RWE: Real-World Evidence; KOL: Key Opinion Leader; BOL: Burden of Illness; SLR: Systematic Literature Review; TLR: Targeted Literature Review; ITC: Indirect Treatment Comparison; CEA: Cost-Effectiveness Analysis; BIM: Budget Impact Model; PIE: Pre-approval Information Exchange; AMCP: Academy of Managed Care Pharmacy; GVD: Global Value Dossier

Trinity supports a broad array of high-impact scientific publications



Collaboration between HEOR and Medical Affairs helps organizations optimize value, access and patient outcomes.



An integrated approach to evidence generation is critical to optimize strategic value stories and achieve commercialization goals. A **virtuous cycle of evidence generation and value delivery** is woven together by insights from **randomized clinical trial and real world evidence approaches** to produce poignant evidence that meets decision maker needs.

Trinity's Evidence Strategy team achieves accuracy and confidence in identifying the right patients by using the most appropriate data assets, analytics and analytical rigor to drive the evidence needed, including Trinity's unique network of direct data access. Trinity's integrated, tech-enabled approach allows clients to tap into dedicated, experienced HEOR and RWE teams for support:

- » Demonstrate product differentiation
- » Conduct appropriate statistical testing and comparator analyses—including matched cohort/baseline/reference
- » Identify compelling economic evidence to support payer engagement
- » Develop compelling clinical and humanistic evidence to support medical education

