



A global,
independent
HealthScience
consultancy

Our services

Our specialties

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Real-world evidence

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Strategic consultancy

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Medical communications

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Internal capability building

Informatics and
data science

HEALTHSCIENCE

The discipline of **clinical, economic, social, policy and behavioural** understanding that is essential for demonstrating value in the healthcare systems of today and tomorrow



WHO are we?

Founded in 1998, Oxford PharmaGenesis is an **award-winning, independent, global HealthScience consultancy** providing communications services to the healthcare industry, professional societies and patient groups. Our clients choose us because **we provide the highest level of quality, the deepest level of therapy area experience and the most compelling approaches to evidence communication.**

WHAT drives us?

We are a **team of passionate and experienced individuals** wholly committed to helping our clients to bring new treatments to the world in areas of unmet medical need. We aim to employ only the very best people who share our vision for:

- excellence in our thinking, our client service and our delivery of outstanding communications
- real enjoyment of our work, because we know that we are making a difference in the world
- dedication and professionalism in everything we do.

WHY are we different?

We understand that our clients are people, and we know that **we can be successful by helping them to be successful** – by listening, by advising and by being outstandingly good at what we do, wherever it's needed, whenever it's needed, whatever it takes.

Maintaining the same dedicated project team over time helps our clients to build lasting relationships with a partner whom they trust. **When our clients work with us, they stay with us** – we have worked with 8 of our top 10 customers for more than 5 years.



Medical affairs

The growing complexity of healthcare data obtained from multiple sources has led to an increasingly important role for medical affairs teams in providing essential scientific and medical context.

Our expertise lies in offering full support on all medical affairs activities throughout the product life cycle, from evidence generation and strategy planning to clear communication of medical content tailored to physicians, patients, regulators, payers and policymakers.



Our key service offerings include:

- situation and evidence gap analyses
- multichannel strategy and platform development
- publications strategy, planning and delivery
- educational content development and delivery
- external expert identification and management
- internal training and communications
- medical information content development.

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Commercial and marketing

In today's complex healthcare arena, pharmaceutical companies need to ensure they maximize brand potential at the earliest opportunity.

Early launch trajectory is a crucial indicator of future success, requiring a carefully orchestrated plan, prepared and motivated field teams, and external audiences that are receptive to your brand and its benefits.

Continued success relies on a clear marketing strategy that communicates a compelling brand story delivered through channels that matter, executed through a flawless tactical plan.



Our key service offerings include:

- brand platform
- competitor assessment and wargaming
- launch strategy
- internal communications
- marketing campaigns.

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Value demonstration

Successful patient access requires an integrated approach to demonstrating product value, using robust evidence and compelling communications to inform healthcare decision-making.

We specialize in delivering decision-shaping value communications and performing high-calibre research to facilitate access throughout the product life cycle.

Our expertise at matching health economic and clinical knowledge to commercial objectives ensures the right messages resonate with the right audience at the right time.



Our key service offerings include:

- health economics and outcomes research publications and communications
- systematic and targeted literature reviews and meta-analyses
- value proposition and value story development and testing
- capability building and learning and development programmes
- value dossiers, health technology assessment and reimbursement submissions.

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Real-world evidence

Pharmaceutical companies are investing heavily in expertise and systems for generating and using real-world evidence (RWE), to demonstrate the value of their medicines in real-world populations throughout product life cycles.

Our experience spans the full range of real-world data, from registries and health system database studies to health monitoring devices and apps. We are proud to support our clients' ambitions by communicating innovation and best practice across their internal networks and with the healthcare community.



Our key service offerings include:

- RWE planning, generation, communications strategy and coordination
- SURE™ real-world data source analysis
- process and governance optimization and communication
- change management and training programmes.

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Rare diseases

We care passionately about rare diseases and orphan drugs, which pose unique challenges for patient management, drug development and market access.

With our unrivalled heritage and extensive networks of stakeholders across multiple therapy areas, we succeed in this distinctive area of medicine by collaborating with and building trust among all involved.

By focusing on the disease and the disease community, we ensure that every activity ultimately serves the patient community.



Our key service offerings include:

- strategic disease area landscape analysis
- patient engagement and advocacy
- targeted medical education programmes
- stakeholder events, including advisory boards and symposia
- strategic publications planning and delivery
- disease area registries
- value proposition development.

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Patient engagement

We want to make a difference to patient health. Our team of dedicated patient engagement specialists offers a range of activities that help you to engage patients throughout the drug development continuum.

We are trained in communicating effectively with patients and lay audiences, and in developing co-creation approaches that build trust among all your stakeholders.



Our key service offerings include:

- strategic insights into patient engagement through internal planning workshops and consultancy
- insights into unmet patient needs through patient workshops, advisory boards and questionnaire development
- compliant trial results summaries and plain language summaries
- co-creation process development for patient-focused materials.

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Policy

Bringing new medicines to the world in areas of unmet medical need requires coordination of political, scientific, regulatory and economic dimensions. As a result, existing systems and support structures may need radical transformation in order to provide an appropriate environment for the introduction of new, evidence-based therapies.

Our dedicated health policy team is committed to delivering evidence-based policy initiatives to improve global public health.



Our key service offerings include:

- policy landscape analysis
- robust, evidence-based policy reports developed with renowned experts
- dissemination plans for policy recommendations through networks, congresses and journals
- stakeholder engagement tools to drive policy change
- awareness-raising activities involving policymakers, advocates and influential groups.

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Powerful thinking, dedicated to your success

