






# WHAT IS UNIQUE ABOUT AXTRIA'S HEALTH ECONOMICS & OUTCOMES RESEARCH (HEOR)/REAL-WORLD EVIDENCE (RWE) CAPABILITIES?



**CLINICALLY SOUND**



**SCIENTIFICALLY ROBUST**








**STRATEGICALLY FORWARD-LOOKING**



Axtria's global interdisciplinary team is comprised of intrinsically driven and motivated leaders. We, as clinicians, statisticians, pharmacists, mathematicians, economists, and epidemiologists, come together to offer the best solutions for our clients facing all kinds of challenges, even unusual problems. Well-versed in diverse therapeutic areas, we execute projects with technical excellence within compressed timelines to meet our client's strategic imperatives. We ensure **the best customer experience** all around.

Real-World Evidence	HEOR Modeling	Publications	Communications
<ul style="list-style-type: none"> <li>A full spectrum of analytics including <b>descriptive, diagnostic, predictive &amp; counterfactual across the product lifecycle</b></li> <li><b>An FTE or a set of FTEs</b> (a combination of RWE programmers, statisticians, medical writers, etc.) that can operate as <b>your extended team</b></li> <li>RWE generation for ad hoc analysis and publications</li> <li>RWE studies with sound methodology that withstand the scrutiny of peer reviewers for scientific publication</li> </ul>	<ul style="list-style-type: none"> <li>Proven track record in providing robust, well-researched models (e.g., Markov cost-effectiveness models, budget impact models, value-based models, and Monte Carlo patient-level simulations)</li> <li><b>Axtria's novel discrete event modeling based on real-world data (RWD)</b></li> <li>Expertise in "difficult to model" therapeutic areas, including <b>very rare diseases</b></li> <li>Advanced technical skillset in Python, R, SAS, SQL, and AI/ML</li> </ul>	<ul style="list-style-type: none"> <li>Abstracts and posters</li> <li>RWE protocol development designed for publications</li> <li>Technical reports and manuscript development</li> <li>The value of your product is skillfully weaved in the most lucid and scientific terms by elevating its evidence story</li> <li><b>Our innovative RWD-based modeling resulted in publications at top tier journals, impacting the 2018 American Heart Association guidelines</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Systematic literature reviews</b></li> <li><b>HEOR evidence generation roadmaps/plans</b></li> <li>Support for economic model submission to health technology assessments (HTA) organizations</li> <li>Interactive tablet dashboards to help medical science liaisons in conversations with payers and providers</li> </ul>

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Founded in 2010, Axtria is a global provider of cloud software and data analytics to the life sciences industry. We help life sciences companies transform the product commercialization journey to drive sales growth and improve healthcare outcomes for patients. We continue to leapfrog competition with platforms that deploy artificial intelligence and machine learning. Our cloud-based platforms - Axtria DataMAX™, Axtria SalesIQ™, Axtria InsightsMAX™, Axtria CustomerIQ™, and Axtria MarketingIQ™ - enable customers to efficiently manage data, leverage data science to deliver insights for sales and marketing planning, and manage end-to-end commercial operations. We help customers in the complete journey from data to insights to operations.

For more information, visit [www.axtria.com](http://www.axtria.com).  
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