

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



**STRATEGICALLY  
SOUND**



**CLINICALLY  
RELEVANT**



**TECHNICALLY  
SUPERIOR**



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 to meet our client's strategic imperatives, priorities and timelines. We ensure **the best customer experience** all around.

Real-World Evidence Analyses	Modeling Expertise	Publications & Communication	Evidence Synthesis
<ul style="list-style-type: none"> <li>Customized <b>predictive analytics (e.g., Artificial Intelligence (AI) and Machine Learning (ML))</b> as well as traditional statistical approaches.</li> <li>RWE generation for ad hoc analysis and publications</li> <li><b>Project-based &amp; FTE-based engagement models</b> (e.g. RWE programmers, statisticians, medical writers, etc.) that can operate as <b>your extended team</b></li> <li>We execute RWE studies with sound methodology and robust results that withstand the scrutiny of peer reviewers for scientific publications</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>Experience and expertise in "difficult to model" therapeutic areas, including <b>very rare diseases</b></li> <li>Advanced technical skillsets in Python, R, SAS, SQL, and AI/ML</li> </ul>	<ul style="list-style-type: none"> <li>Communication strategy &amp; planning</li> <li>Abstracts and posters</li> <li>RWE protocol development designed for publications</li> <li>Manuscript development based on technical reports</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 review</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> <li>Multi-stakeholder value story development</li> <li>Value dossiers</li> <li>Comparative effectiveness research</li> </ul>

## Contact Us

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 Axtria – Ingenious Insights

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™ and Axtria CustomerIQ™ - 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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