

Real-World Data Delivers Real-World Value

Gathering evidence of your product's performance in real life is critical to the future of your investment. Prescribers and payers are looking for data from larger populations so they can make decisions for patients under real-world conditions. While patient registries are a proven tool to collect this evidence, how can you get the answers you need while trimming costs and shortening timelines?

Innovex UK, a Quintiles company, offers an innovative, cost-effective approach to anonymised patient registries — so you can gain a more accurate picture of patient adherence in everyday life.

The Right Technology to Capture Broader Insight

Through our exclusive partnership with Apollo Medical Systems, Innovex helps you gain valuable insights into how your brand performs in the real world through our anonymised patient registry service. Fully compliant with data protection regulations, Innovex receives anonymised patient records to provide meaningful data that can empower your market decision-making.

Scalable and flexible For Product Safety and Cost-Efficiency

Once we set your specifications, you can expand your registry to include an unlimited number of patient populations. Now you'll have the power to:

- > Measure and track patient outcomes over time to demonstrate efficacy and safety
- > Use data as foundation for a wider risk management programme
- > Understand and track patient pathway, patient population dynamics and treatments
- > Access anonymised patient records in 80% of primary care practices across the UK — available only through Innovex
- > Access aggregated reports at a named practice level (with appropriate permission)

Proving Value in Larger Populations

Our innovative patient registry technology has supported a top 10 pharmaceutical company in looking at diabetes care, tracking more than 400,000 patients across the UK for more than two years. Innovex allowed them to track health outcomes in normal clinical practice, summarising diabetes care including resource usage, existing treatments and performance compared to national guidelines.



More Information at a Glance

You can check on the status of your patient registry from a secure web portal. With our easy-to-read dashboard, you can get an ongoing comprehensive look at the most important aspects of how your product is actually performing in the real world.

Get the Big Picture on Your Brand's Future

Whether you're seeking a patient registry to satisfy a regulatory mandate, understand where your product will fit into the marketplace or manage future risk, you need the most cost-effective path to value. Learn how you can gain better insights across patient populations. Visit quintiles.com/patientregistries or contact us at: 01344 601500 and ask for HMS Business Development.