



- Home
- About us
- Services
- Case Studies
- Publications
- Contact Us

ABOUT US

Mission

Our mission is to help the world's leading pharmaceutical, medical device, and medical diagnostic companies achieve market access for new medical interventions by applying health economics to their products' development and marketing strategies. We achieve this by creating customized medical assessments and economic tools that foster clear, effective communications from manufacturers to health plan decision makers.

A Different Market Requires a Different Sort of Company

Pharmaceutical companies today face tighter budgets and increasing pressure from multiple fronts: regulations, competitors, other market forces.

It's a volatile era—the healthcare industry is changing in drastic ways.-

The "blockbuster drug" is a thing of the past . . . More patents expire every year than major new drugs come to market . . . Profit-to-earnings ratios have descended from the stratosphere and fallen back down to earth.

In this climate, reliable health economics research—a competitive advantage in the best of times—is more important than ever . . . Health care companies have to be quicker and savvier about understanding the marketplace, which means they have to use health economics (HE) more effectively—and the information has to be right.

Crises can arise at any time when a product's in the market: an aggressive competitor's surprise move, negative press, a sudden downturn in the economy . . . The successful companies will be those that react swiftly and smartly—which requires having the right information

Versatile, Comprehensive, Agile

Apo-Med is a consortium of independent health economics professionals. Our internal expertise is supplemented by partnerships with firms with specialized skills. This gives us competencies across-the-board and the ability to offer "one-stop" for all HE services.

Apo-Med combines a strong market focus with rigorous scientific knowledge—we own the theoretical *and* the practical elements of all the data/research we provide.

Our agility and versatility means we're more efficient and cost-effective.

Contact us

Apo-Med

264 East Broadway, Suite #C402
New York, NY 10002

Tel: 212-260-0589

Our Team

Apo-Med's collective experience is broad and deep, spanning decades in the top tiers of the industry, and covering more than 25 therapeutic areas.

[Read More](#)

Our Services

- > Health Economic Evaluations
- > Data Analytics
- > Value Dossiers
- > Medical Literature Reviews
- > Competitive Intelligence



- Home
- About us
- Services
- Case Studies
- Publications
- Contact Us

DATABASE ANALYTICS

Case Study : Burden of Illness Study: Retrospective Database Analysis

Our focus in this area is on studies using administrative databases from payers, which often provide valuable insights on:

- Prevalence rates/incidence rates (size of the problem).
- Disease burden (economic /clinical impact to patients and specific plans).
- Costs comparisons of treatment alternatives.

Then we can determine if the results in clinical trials match up with real world; and what is the impact of new products to the market might be.

One Size Does NOT Fit All

It's a fact that many HE consulting firms do the same analysis again and again, with little or no thought to proper study protocols or alternative approaches to the presentation of results.

But clients want customized solutions for their unique research and analytic needs—and that's what we provide.

We do this by first defining the problem, determining the appropriate data source(s), then developing a comprehensive study design. Comprehensive means that multiple stakeholders are considered, along with the variety of results and insights yielded by the complex data . . . We attempt to answer multiple questions and find hidden problems.

Our Experience

DataMed Solutions, a globally focused organization, is our partner in this area. Among its capabilities, the company develops courses for the SAS Institute.

Relying on the best practices of biostatistics and epidemiology, DataMed's expertise spans a variety of sources, including commercial databases, public databases, patient registries, clinical trial data, and more. This partnership gives Apo-Med much greater access to the talents of HE experts around the world

Contact us

Apo-Med

264 East Broadway, Suite #C402

New York, NY 10002

Tel: 212-260-0589

Our Services

- > Health Economic Evaluations
- > Data Analytics
- > Value Dossiers
- > Medical Literature Reviews
- > Competitive Intelligence



- Home
- About us
- Services
- Case Studies
- Publications
- Contact Us

VALUE DOSSIERS

Case Study : Global Value Dossier, AMCP Dossier, and Economic Model

Value Dossiers: Knowledge is Power, Power is Success

One dossier isn't like another . . . Good decision-making starts with the collection of the right data.

Our range of services in this area includes:

Core Value Dossier

Whether intended for internal use or for global HE models, the core value dossier is a crucial instrument. You can't determine the value of a new product or a proposed modification without the facts—and not just any facts, but a strategically assembled collection of the most useful data.

With a capacity to create dossiers that can be adapted for domestic or global use, we stand out in this area. That's our flexibility at work—in one firm, a consortium of consultants with far-reaching capabilities, you can get *everything you need*.

Local Reimbursement Dossier

When laying the groundwork for success in the healthcare arena, you have to incorporate the economic data from the areas you're targeting.

We can create a local reimbursement dossier customized for any specific location, in the required format, whether the Academy of Managed Care Pharmacy standard or something more exotic.

Our Experience

We've been doing this for a long time, and have a broad scope and global range of experience to show for it. Our team has collectively developed more than 25 value dossiers, in such clinical areas as diagnostic imaging, nephrology, neurology, obesity, oncology supportive care, ophthalmology, orthopedics, and urology.

We have supported submissions to the Canadian Agency for Drugs in Technology and Health (CADTH) and the UK National Institute for Health and Clinical Excellence (NICE). We also provide training through our Core Value Dossier Workshops, to help your staff with dossier development.

Contact us

Apo-Med

264 East Broadway, Suite #C402
New York, NY 10002

Tel: 212-260-0589

Our Services

- > Health Economic Evaluations
- > Data Analytics
- > Value Dossiers
- > Medical Literature Reviews
- > Competitive Intelligence