Innovate
differently

Accelerating patient access
to optimal care through
unique insights and agile,
technology-enabled
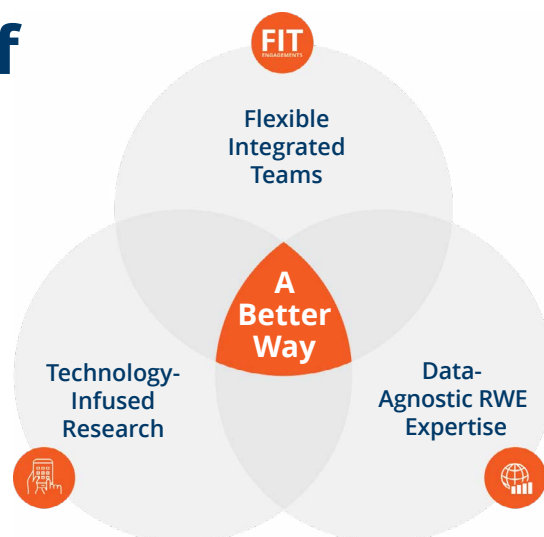research partnerships

GENESIS RESEARCH GROUP

Experience the power of an integrated approach

Genesis Research Group is a global organization that empowers life science companies to **innovate differently** by fundamentally transforming the way they engage with research partners.

Through the integration of strategic acumen, robust stakeholder insights, data-agnostic expertise, and a revolutionary engagement model, we deliver **real-world evidence**, **HEOR**, and **market access solutions** that enable our partners to anticipate and address the evolving needs of payers, regulators, and stakeholders.

Since our founding in 2009, our focus has been on developing a better way to support pharmaceutical, biotech, and medical device companies. Our current model is the result of listening to our clients and evolving the organization to meet their continued need for **scientific rigor**, **efficiency**, and **flexibility**. Our agile, technology-enabled research partnerships are the result.

FIT
Flexible Integrated Teams

A Better Way

Technology-Infused Research

Data-Agnostic RWE Expertise

"Genesis Research Group is a valued, relied upon, and trusted partner on our most important deliverables."
Senior Director, Real-world Evidence

Our vision is to redefine healthcare research and accelerate patient access to optimal care by delivering accelerated excellence through agile, technology-enabled research partnerships.
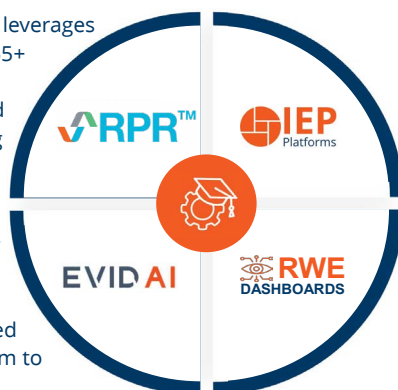
TECHNOLOGY-INFUSED RESEARCH
Where technology meets expertise

Supported by specialist teams, our unique agile technology platforms such as **EVID AI** and **RPR™** help us to provide our clients with impactful insights at an accelerated rate.

RPR is an agile, on-demand platform that leverages a network of 3500+ stakeholders across 65+ countries to provide clients with rapid, high-quality insights via direct, automated stakeholder/payer engagement, including the ability to ask follow-up questions.

EVID AI is an AI-powered literature review platform that represents the world's largest, curated, up-to-date database of healthcare literature results. Our dedicated evidence synthesis teams use this platform to provide clients with unparalleled support.

Our **Integrated Evidence Planning (IEP)** platforms are online evidence planning, integration, and management solutions that help clients address the challenges of evidence organization and communication.

Our interdisciplinary scientific team designs, builds, and implements fit-for–purpose **RWE Dashboards** that transform complex data into digestible insights that are rigorous, transparent, and impactful.

RPR™ **IEP Platforms** **EVID AI** **RWE DASHBOARDS**

Research partnerships reimagined

Our **Flexible Integrated Team (FIT)** engagement model represents a paradigm shift in how companies engage with research partners.

Contracting through a statement of work (SOW) can be the most appropriate choice and we successfully deliver hundreds of projects on that basis. The revolutionary FIT mode of engagement, however, provides a far more **agile** alternative.

Fit-for-purpose expertise, when and where you need it

- A FIT engagement provides a dedicated, cross-functional team that **integrates seamlessly** within your own to fill experience gaps or supplement existing resources.

- Together, we select the right team size and mix of **HEOR**, **market access**, and **RWE expertise** to meet your initial need.

- The size and composition of your team can then evolve or **pivot quickly** to meet your changing needs without the costly delays involved in adjusting a statement of work.

As a trusted extension of your organization, *our* team becomes *your* team.

200+
scientists and other experts ready to support your work

35+
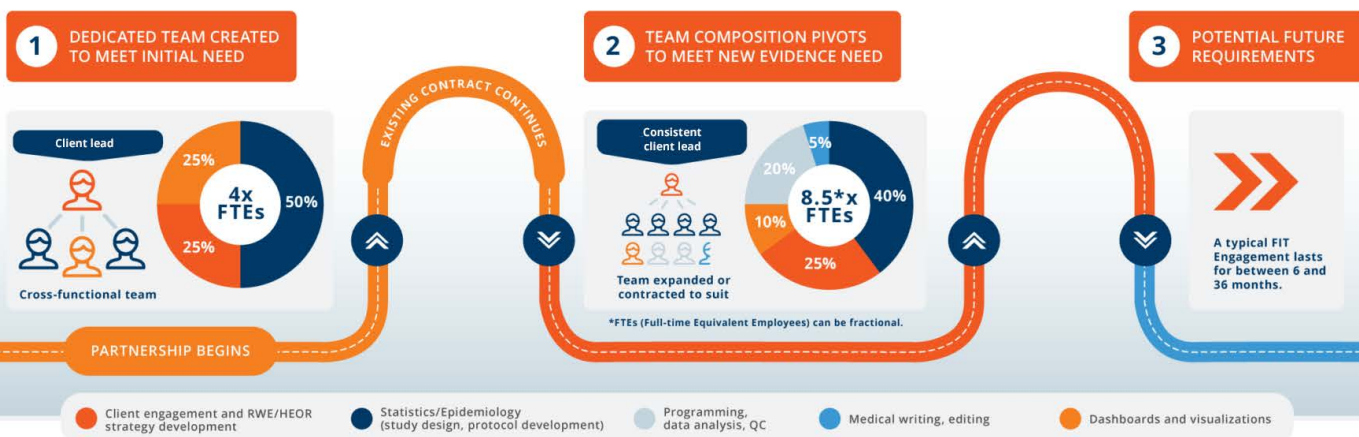life science companies currently taking advantage of FIT engagements

12mo
the typical length of a FIT engagement prior to renewal

Evolving to FIT your changing evidence needs

The size and composition of your **Flexible Integrated Team** can be adjusted over time to match your changing evidence needs, but a single strategic client lead manages your account throughout the engagement.

1 DEDICATED TEAM CREATED TO MEET INITIAL NEED

Client lead

Cross-functional team

4x FTEs — 50% / 25% / 25%

EXISTING CONTRACT CONTINUES

PARTNERSHIP BEGINS

2 TEAM COMPOSITION PIVOTS TO MEET NEW EVIDENCE NEED

Consistent client lead

8.5*x FTEs — 5% / 20% / 40% / 10% / 25%

Team expanded or contracted to suit

*FTEs (Full-time Equivalent Employees) can be fractional.

3 POTENTIAL FUTURE REQUIREMENTS

A typical FIT Engagement lasts for between 6 and 36 months.

- Client engagement and RWE/HEOR strategy development
- Statistics/Epidemiology (study design, protocol development)
- Programming, data analysis, QC
- Medical writing, editing
- Dashboards and visualizations

How would a FIT engagement benefit you?

Agility

The composition and size of your **dedicated, cross-functional team** is customized precisely to your requirements. It then evolves as your product develops or pivots quickly to meet new strategic needs or even a completely new project without contractual adjustment.

Capacity

With ongoing **access to all our solutions**, you can benefit from the precise expertise, thought leadership, insights, and technology platforms you need when you need them. The extensive depth and breadth of our RWE, HEOR, and market access expertise is yours to leverage.

Efficiency

In addition to reducing the time and costs involved in contractual updates, FIT engagements offer **exceptional value** due to the continuity of workflow and efficiencies derived from our experts being immersed in your strategy, personnel, and processes.

> "Your partnership has been invaluable. You have filled the gaps within our team and your work has been foundational to our overall access strategy."
>
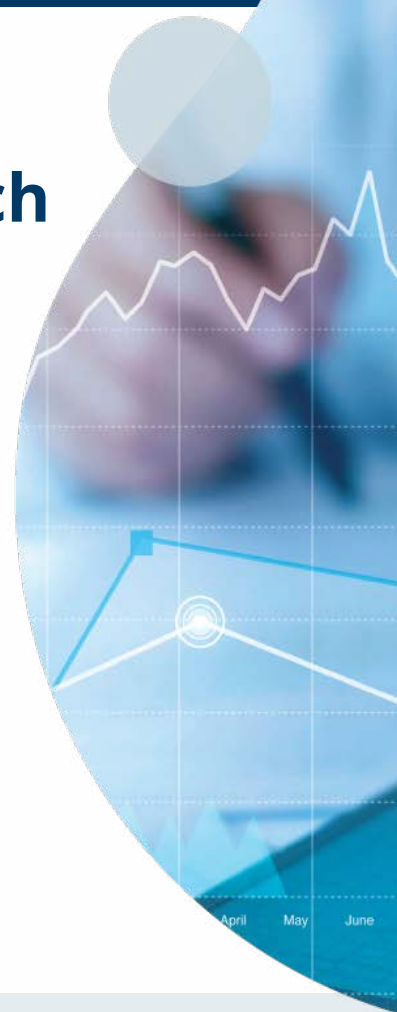> ASSOCIATE DIRECTOR, GLOBAL MARKET ACCESS

Optimize your RWE with our rigorous data-agnostic approach

From early development to commercialization, you need the right real-world data (RWD) to support your real-world evidence (RWE) needs.

After 14 years of refining our services, we have:

- Curated an international team of **100+ RWE specialists** in epidemiology, biostatistics, pharmacoepidemiology and safety, and analytics and automation.

- Become well-versed in the strengths and limitations of global RWD across therapeutic areas, having utilized **40+ unique data sources** on behalf of clients.

- Secured impactful results for hundreds of companies, and developed a powerful reputation for **scientific rigor and methodological expertise**.

- Contributed **peer-reviewed publications** across a wide range of therapeutic areas, including in oncology, cardiology, neurology, infectious diseases, respiratory, and hematology.

- Delivered **comprehensive RWE solutions**, including study design methodology, data landscaping assessments and selection expertise, research medical coding support, and dashboards and visualizations.

April   May   June

Epidemiology

Providing scientific leadership in planning, executing, interpreting, and communicating real-world evidence.

Biostatistics

Applying novel statistical methodology, developing statistical analysis plans, and interpreting results.

Analytics

Leveraging tech-enabled data programming and statistical analysis to generate robust insights.

Pharmacoepi and Safety

Offering expertise in the design and application of studies for regulatory purposes, including external control arms and safety.

Benefit from RWE expertise that is:

Data-agnostic

Untied to specific data sources and with extensive knowledge of global data, we are ideally placed to provide expert, independent advice and impactful real-world evidence services and studies.

Effective

Our real-world evidence experts are highly experienced at delivering confirmatory analyses across a variety of global datasets.
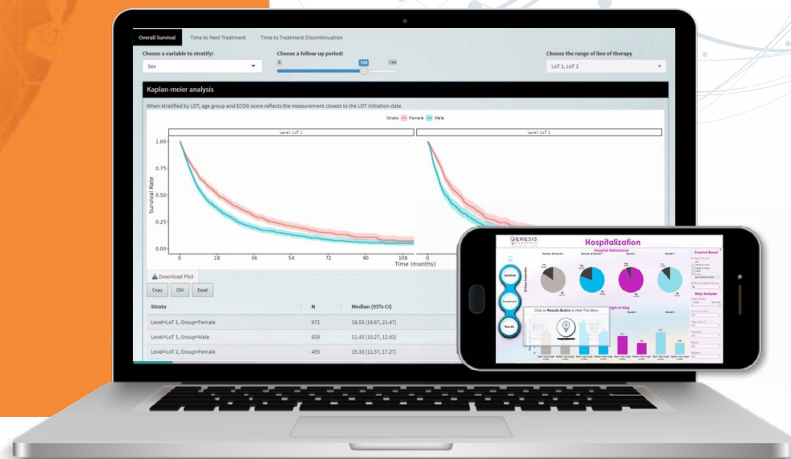
Fit-for-purpose

The depth of our dataset expertise guarantees that only your precise evidence needs drive our selection of real-world data.

Navigating external control arms (ECAs)

Our track record of scientific leadership within **ECA design and execution** is well-established, having successfully supported numerous projects, from early feasibility and data selection to regulatory/HTA submission.

With many years' experience developing protocols and statistical analysis plans for regulatory review, our team is able to **anticipate and address** regulator concerns.

A better way to visualize and communicate your evidence

Leverage our fit-for-purpose **RWE Dashboards** to transform complex data into digestible insights that are rigorous, transparent, and impactful.

Our **integrated team** of outcomes research and data scientists, programmers, and visualization analysts design, build, and implement dashboards that are customized precisely to your requirements.

RWE
Dashboards

> "We are really impressed with the efficiency and quality of the work, your leadership skills, and the extra efforts you've made to ensure the results are absolutely accurate."

SENIOR DIRECTOR, REAL-WORLD EVIDENCE

A simple, powerful approach to stakeholder engagement

RPR is an agile, on-demand platform that enables us to conduct robust and insightful research on your behalf through direct stakeholder/payer engagement. RPR allows clients to test and refine individual market access or HEOR strategies, or even to validate entire evidence generation plans.

- **Answers when you need them**
  from stakeholders/payers who can easily access and participate in surveys via our secure online portal.

- **Double-blinded**
  and secure to ensure compliance with market standards.

- **Agile stakeholder engagement**
  including a dynamic ability for our experts to interact with stakeholders and ask clarificatory and follow-up questions.

- **Question development support**
  from a highly qualified team of expert consultants who help develop insightful questions based on your project goals.

- **Project dashboard and insight reports**
  managed by relevant experts who analyze the data and provide robust insight reports with actionable recommendations.

- **Flexible credit-based model**
  allows you to go straight to field for any initiative without the need for additional time-consuming contracting.

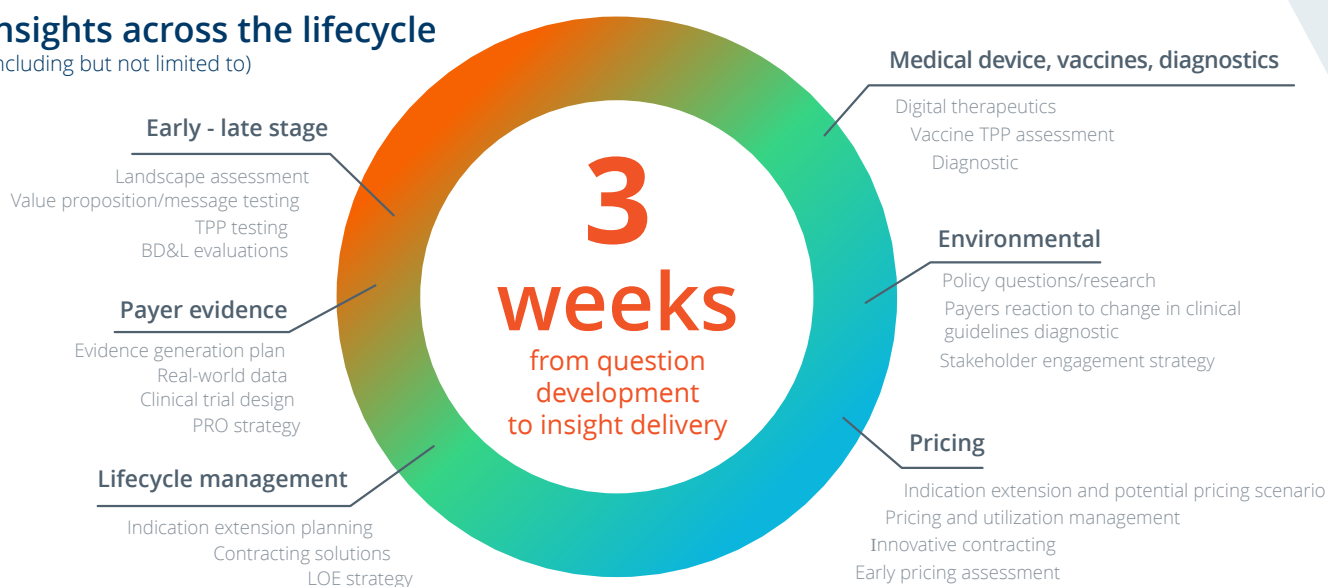## Our global payer/ stakeholder network

3,500 stakeholders

65 countries

We continually source and vet up-to-date global payers, KOLs, and other experts through a **rigorous quality assurance procedure.** These are then matched to your research objectives or experts can be recruited to cater for specific projects.

Insights across the lifecycle
(including but not limited to)

3 weeks
from question development to insight delivery

Early - late stage
Landscape assessment
Value proposition/message testing
TPP testing
BD&L evaluations

Payer evidence
Evidence generation plan
Real-world data
Clinical trial design
PRO strategy

Lifecycle management
Indication extension planning
Contracting solutions
LOE strategy

Medical device, vaccines, diagnostics
Digital therapeutics
Vaccine TPP assessment
Diagnostic

Environmental
Policy questions/research
Payers reaction to change in clinical guidelines diagnostic
Stakeholder engagement strategy

Pricing
Indication extension and potential pricing scenario
Pricing and utilization management
Innovative contracting
Early pricing assessment

"I particularly like the ability to ask follow-up questions... it produces much richer insights for decision-making."

- HEAD OF MARKET ACCESS, GLOBAL PHARMACEUTICAL

Integrating insights and evidence to optimize access and pricing

Direct stakeholder engagement is critical when assessing your access and pricing strategy, insights, and messaging.

Powered by the RPR engagement platform and a global stakeholder/payer network, our access and pricing team also draws support from our wider RWE and HEOR teams which can undertake secondary research where needed.

Update for 2024!

ENVISION™
Analogue

Predict the oncology landscape before your competitors

Powered by primary payer market research, **Envision™** is an online platform that provides forward-looking evaluations and comprehensive strategic direction for **market access viability** after a product has received positive EMA or FDA guidance.

Visit our website to find out more.

What our expert teams can do for you

Market access strategy development

We identify and address key challenges and opportunities across different markets using a variety of research methods and data sources, and advise on product positioning, value demonstration and stakeholder engagement.

Pricing strategy and analysis

We help you optimize the price of your product, considering market dynamics, payer expectations, competitors, and regulatory requirements, and by assessing the impact of different pricing scenarios on your revenue and profitability.

Payer environment assessment

We advise on the payer landscape and decision-making processes in different markets through primary and secondary research, stakeholder mapping, and scenario planning. We can also help you prepare clients for payer negotiations.

Join our stakeholder/payer network!

Are you an experienced healthcare decision-maker/stakeholder interested in helping patients receive cutting-edge treatments? Consider lending us your expertise at times that suit you via our online survey platform and be renumerated for your knowledge. Contact **solutions@genesisrg.com**.

Elevate your HEOR strategy with an integrated approach

Powered by deep methodological expertise and experience across indications, we enable our clients to **innovate differently** by offering streamlined, end-to-end services that maximize the value of health economics and outcomes research (HEOR), from strategic planning to Health Technology Assessment (HTA) support and methodological specialization.

Bolstered by early strategic planning, RPR™-powered stakeholder insights, advanced technology, and an agile engagement model, we help you **ask the right questions**, understand the analogs, competition and policy/pricing considerations of your product via landscape assessments, and then produce rigorous findings and models that iteratively support impactful scientific communication and value messaging.

1000+
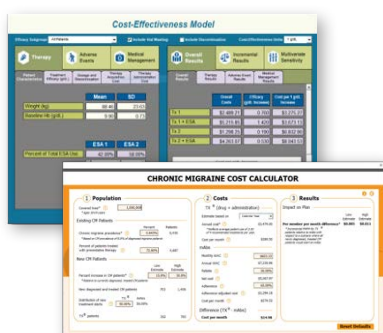scientific publications completed across 25+ therapeutic areas

200+
scientists and other experts ready to support your work

ECONOMIC MODELING
Transparent, fit-for-purpose modeling

We have proven expertise in the design and development of all types of **economic models**, from cost-effectiveness models for HTA submission, to disease models, clinical trial simulations, cost calculators, and budget impact models.

Our **tailored process** provides you with precise control over the analytical, economic, and aesthetic framework of your simulations, resulting in transparent, scientifically rigorous and user-friendly models that perfectly align with your needs.

End-to-end integrated evidence planning and value demonstration

Strategy development
- HEOR, value and access (including pricing)
- Integrated evidence planning (IEP)
- Real-world evidence sourcing
- Value proposition/value story/evidence gap analysis
- Advisory boards
- Appraisal review/HTA/scientific advice
- Outcomes-based contracting
- RPR stakeholder insights

Landscape assessment
- Competitive landscape analysis
- Pricing and reimbursement landscape assessment
- Analog assessment
- Patient Reported Outcomes (PRO) landscape
- Policy landscape

Evidence generation
- Economic modeling
  - Budget impact model
  - Cost-effectiveness
- Rapid evidence synthesis/disease state profiling
- Disease model
- Cost calculator
- Global patient funnel
- Model adaptations
- Meta analysis and indirect comparisons
- Preference survey

Scientific & value communication
- Value dossiers
- Tools and resources for customer-facing teams
- Response letter and submissions to HTAs
- Objection handlers
- Access playbook
- IEP playbook

TECH Accelerate and enhance your insight generation, economic modeling, evidence generation, and communication with advanced technology platforms, and customized tech support.

RWE Maximize the value of your real-world evidence with the help of our data-agnostic approach and therapeutic, methodological, and global dataset expertise.

RPR™ Leverage our network of 3500+ payers/stakeholders and dynamic online platform to inform your strategy and infuse your evidence with the voice of the stakeholder.

HEOR
strategy development
scientific & value communication
landscape assessment
evidence generation

Benefit from the agility and efficiency of Flexible Integrated Team engagements: dedicated cross-functional teams that fuse seamlessly with your own and evolve to match your changing evidence needs.

IMPACT

EVIDENCE PLANNING
Optimize your evidence management and communication

IEP Platforms

An integrated evidence generation plan (IEGP) represents a cross-functional process which allows diverse functions to align on evidence generation tactics and activity. In addition to providing strategic and operational support for IEGPs across multiple therapeutic areas, we regularly develop bespoke **integrated evidence planning** platforms that allow HEOR product teams and stakeholders to quickly identify evidence and understand value messages.

EVIDENCE SYNTHESIS
Expert-led, tech-enabled evidence synthesis

POWERED BY
EVID AI

Our specialist evidence synthesis teams produce results within the most demanding of timelines to allow clients to focus on strategic interpretation.

The process is supported by EVID AI, an **AI-powered literature review platform** that represents the world's largest, curated, up-to-date database of healthcare literature results, and which employs machine learning to extract transparent, high quality exportable data with greater efficiency.

SCIENTIFIC COMMUNICATIONS
Impactful communication

We have assembled a global team of **seasoned medical writers**. These experts, backed by RWE, access and pricing, and HEOR thought leaders, consistently deliver scientific communications of optimal quality and impact.

> **"Thanks for all your fantastic work. It is always a pleasure to work with you and your team."**
>
> DIRECTOR, HEOR

Find out more

solutions@genesisrg.com
www.genesisrg.com

Join our team

Are you passionate about delivering high quality work in a flexible, supportive environment?

Contact solutions@genesisrg.com for an informal discussion.

Ask us how our agile, integrated approach can help you *innovate differently.*

GENESIS
RESEARCH GROUP

solutions@genesisrg.com | genesisrg.com
+1 888-503-2680