



# Innovate

*differently*

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





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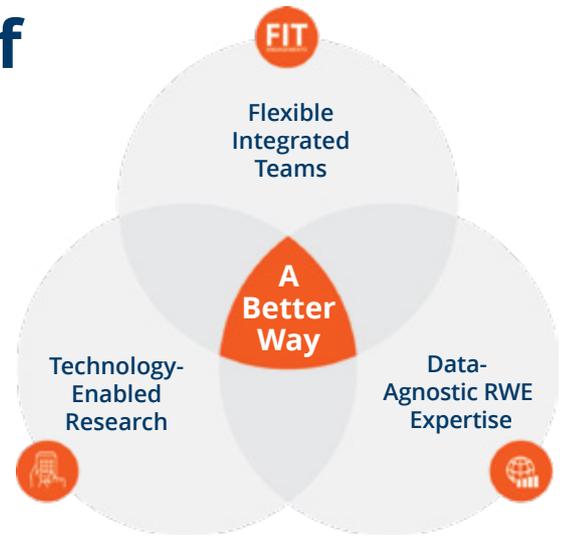


# Experience the power of an integrated approach

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.



*“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 through unique insight generation and agile, technology-enabled research partnerships.**

## TECHNOLOGY-ENABLED RESEARCH

### Where technology meets expertise

Supported by specialist teams, our unique agile technology platforms help us to provide our clients with impactful insights at an accelerated rate.



RPR is an agile, on-demand platform that leverages a proprietary 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 platform for finding, reviewing, and understanding literature-based evidence. Leverage its capabilities with **self-serve access** or receive unparalleled support through our team of **evidence synthesis experts**.



# Research partnerships reimaged

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 often 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 research partnerships: the expertise you need, when you need it

- A Flexible Integrated Team (FIT) engagement provides a **tailored, cross-functional team** that integrates seamlessly with your organization.
- Together, we build a team with the appropriate mix of Genesis Research Group expertise — **HEOR, market access,** and/or **real-world evidence** — to meet your goals.
- This agile team can **evolve and pivot** to meet changing needs, managed through a single contract and led by a strategic partner.

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



200+

scientists and other experts ready to support your work



130+

impactful FIT engagements delivered



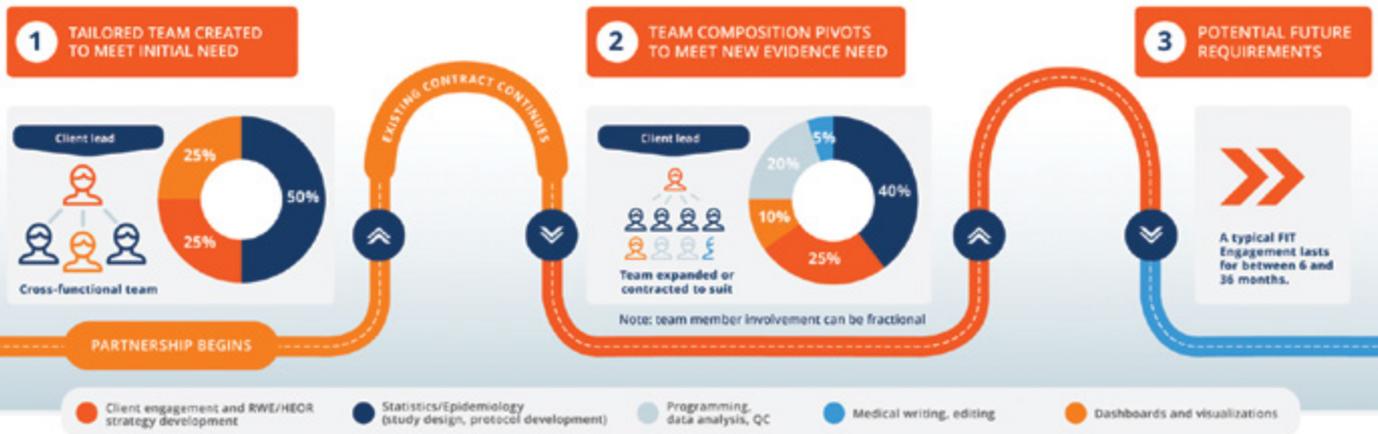
12mo

the typical length of a FIT engagement prior to renewal



# Evolving to FIT your changing evidence needs

The functional composition and number of professionals engaged in your multi-disciplinary team can evolve over time to match your changing evidence needs.



## How would a FIT engagement benefit you?

### Agility



The composition and size of your **tailored, 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 evidence needs.

After 16 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 sources across therapeutic areas, having utilized **40+ unique data sources** on behalf of clients.
- Established **deep knowledge** of global markets and payer/regulator needs.
- Secured impactful results for hundreds of life sciences companies, and developed a powerful reputation for **scientific rigor and methodological expertise**.
- Developed **peer-reviewed publications** across a wide range of therapeutic areas, including in oncology, cardiology, neurology, infectious diseases, respiratory, and hematology.
- Delivered a **comprehensive range of RWE solutions**, including study design methodology, data landscaping assessments and selection expertise, external control arms, research medical coding support, and dashboards and visualizations.



## 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.



### Effective

Our RWE experts are highly experienced at delivering confirmatory analyses across multiple 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 source 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.

## Research medical coding: recognising the foundational value of expertly developed code lists

Accurate medical code list generation and application is **crucial for research**. Overlooking this can jeopardize the development, acceptance, and viability of your innovations.

We offer a **dedicated medical coding function** featuring experts with years of experience across data sources and therapeutic areas, plus a deep understanding of US and global coding systems, terminology, and the research and clinical factors that guide decision-making. Whether reviewing and refining existing code lists or creating new ones, we continue to provide clients with consistent error-free coding.

**“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**



## 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.



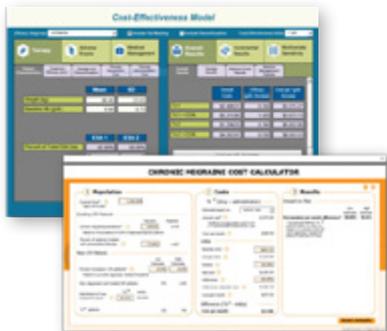
**1000+**  
scientific publications completed across 25+ therapeutic areas



**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



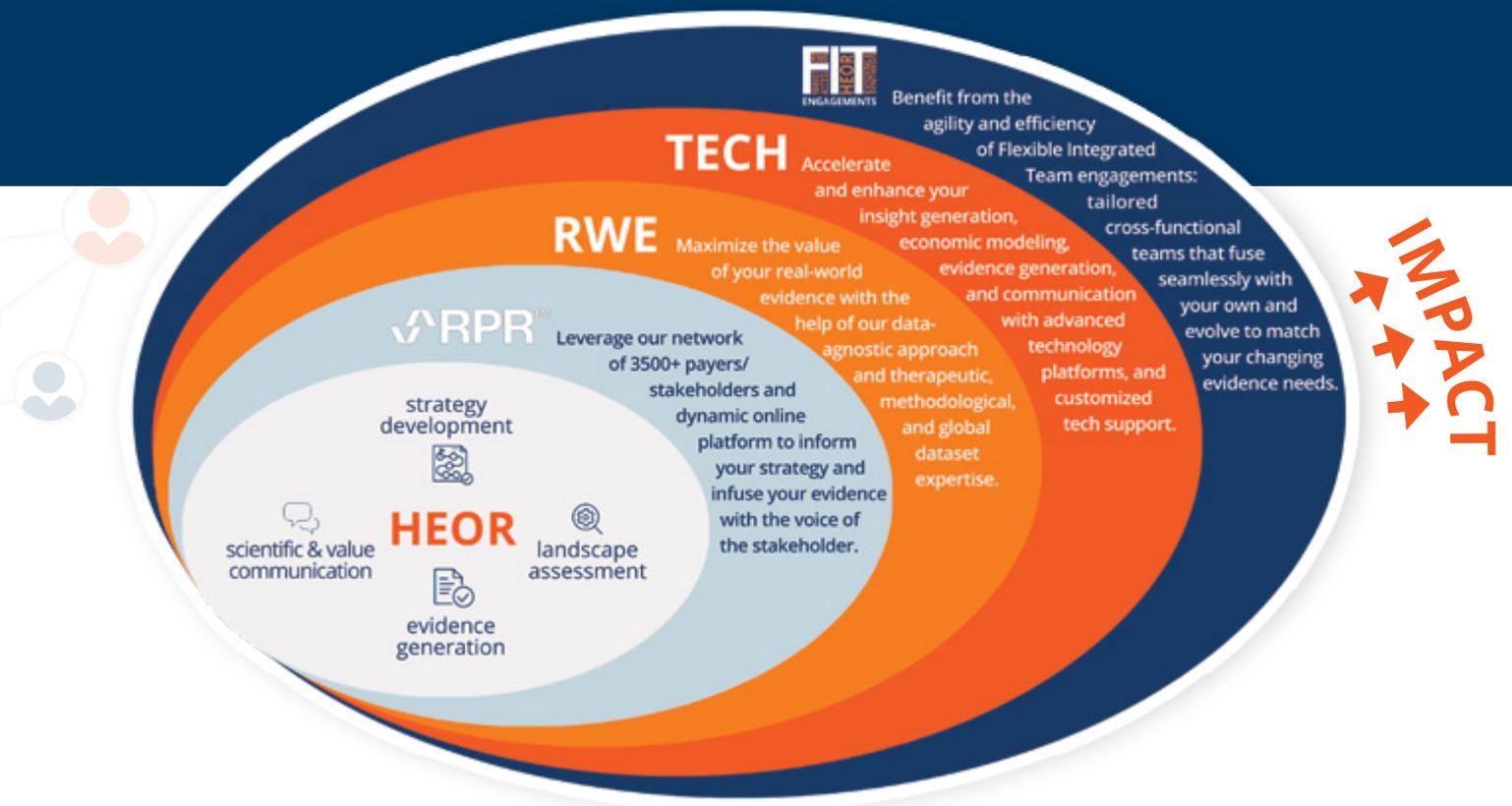
### Evidence generation

- 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



### Value & scientific communications

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



## STRATEGIC CONSULTING

### From complexity to clarity: mapping a decisive path

#### Discovery, Needs assessment, and Actionable recommendations

Leverage deep, integrated expertise and unbiased perspectives across HEOR, RWE, and Access & Pricing to receive a robust framework for strategic thinking, clear next steps with full rationale, and confidence in your approach. Through critical assessment, pre-emptive planning, and strategic pivots, our 'DNA' approach provides **clear, evidence-backed recommendations** shaped by industry experts and laser-focused on your priorities.

## AI-POWERED EVIDENCE SYNTHESIS

### Successfully navigate the complex landscape of scientific literature

**EVID AI**

Accelerate insights with **EVID AI**, our next generation AI-powered platform for finding, reviewing, and understanding literature-based evidence.

- Search across multiple trusted sources (e.g. *PubMed, ClinicalTrials.gov*)
- Streamlined screening tools
- End-to-end reference management
- Comprehensive, traceable data extraction

Leverage EVID AI's capabilities through **self-service access**, or rely on our specialist **evidence synthesis teams** to deliver the insights and evidence you need.

## VALUE & SCIENTIFIC COMMUNICATIONS

### Crafting impactful communication

We transform complex data into clear, compelling narratives that drive understanding and action across stakeholders—from researchers and clinicians to payers and policymakers. We combine scientific precision with strategic insight to deliver high-impact publications, evidence-based value messaging, and audience-tailored materials that support every stage of a product's lifecycle.

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

DIRECTOR, HEOR



# 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

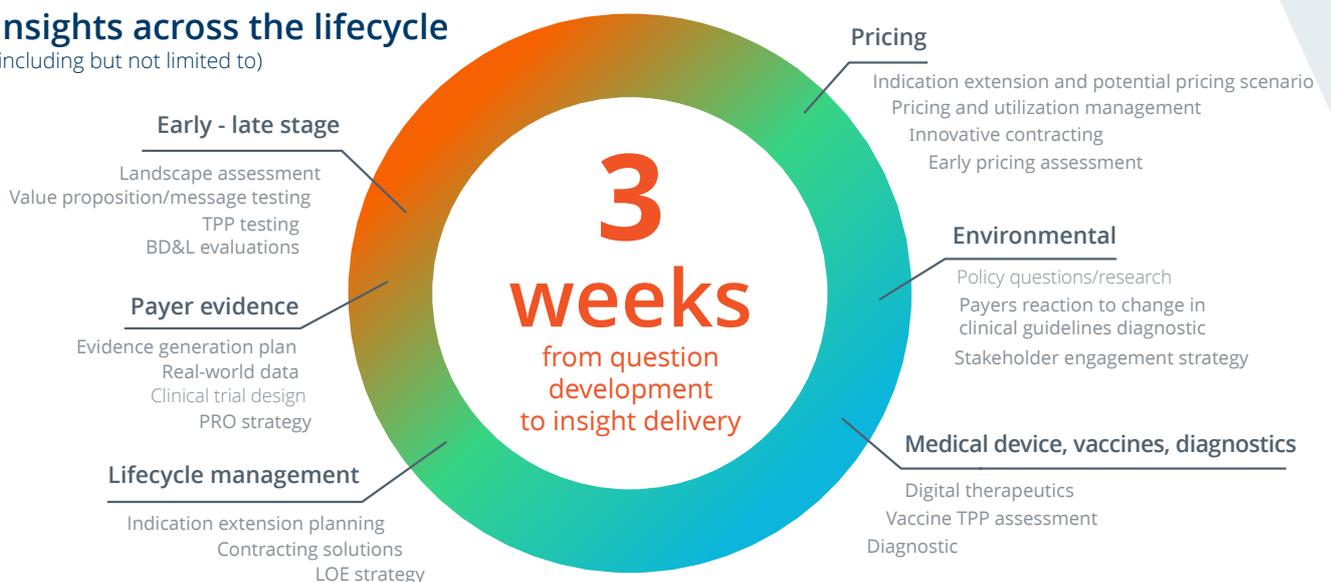


65  
countries

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)



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

HEAD OF MARKET ACCESS, GLOBAL PHARMACEUTICAL



# Experts in MFN

## Navigate a rapidly changing landscape with a trusted strategic partner

**Building an access and pricing strategy** in today's complex global market requires more than frameworks and checklists. It requires senior judgment, grounded in evidence and experience, and applied to your specific situation.

Our team of five VPs each brings 15+ years in the industry and 10+ years of US and global strategic consulting. No generic playbooks: just pragmatic, evidence-based strategy, reinforced by continuous payer intelligence, wider HEOR and RWE capabilities, and an absolute commitment to your aims. **Ours isn't a service: it's a partnership.**

- Rooted in the policy
- Enhanced through experience
- Supporting your strategy

Most-favored-nation pricing continues to present complex strategic challenges. The GUARD and GLOBE models are highly nuanced and, in some areas, difficult to interpret; yet each carries significant implications for pricing, market access, and global launch strategy.

Register for our expert-led video series at [Genesisrg.com](https://www.genesisrg.com) to access regular strategic insights on the latest developments.

### We believe:



#### Experience fuels insight

Our consultants have been in your position and tackled similar challenges. Taking a holistic, cross-functional approach, our aim is to accelerate learning and offer pragmatic guidance to support commercialization in a changing landscape. With experience across pharma, consulting, and payer settings, we understand the balance of elements that drives success.



#### Insight builds trust

Leveraging RPR when rapid and comprehensive insights are needed, we deliver a thoughtful application of market, payer, and stakeholder insights to pressure test our hypotheses, enable creative exploration, prioritize approaches, and build trust in your strategy. Our insights are agile and interactive; rapidly evolving to match your changing needs.



#### Trust unlocks a great experience

We take your trust in us seriously. This is a shared journey: we don't sell methodologies, we design a tailored approach to get you what you need and aim to provide you with an exceptional experience. Your business challenge is at the heart of our engagement as we drive for results, course correct as needed, and challenge both ourselves and you.



### 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 remunerated for your knowledge. Contact [solutions@genesirg.com](mailto:solutions@genesirg.com).

Find out more

[solutions@genesisrg.com](mailto:solutions@genesisrg.com)

[Genesisrg.com](https://Genesisrg.com)



## Join our team

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

Contact [solutions@genesisrg.com](mailto:solutions@genesisrg.com) for an informal discussion.



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

[solutions@genesisrg.com](mailto:solutions@genesisrg.com) | [genesisrg.com](https://genesisrg.com)  
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