



# COMPANY **PROFILE**



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The *FIRST* truly  
digitally enhanced  
health research  
company

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# ABOUT US

VI Research is the first truly digital technology enhanced health research and consulting company.

With its head office in Dubai, United Arab Emirates, and operating company in South Africa, VI Research is serving it's customers globally. Services include pre-launch, launch and post-launch activities in Market Access, Medical Affairs, Regulatory Affairs, Marketing and Sales.

At its core, VI Research's value lies in merging a combination of three skills into the novel and disruptive healthcare research projects. These three skills are: extensive healthcare domain expertise, deep research expertise (HEOR and Market Research), and deep technology domain expertise.

Our HEOR team consists of a diverse team of experts with clinical, pharmaceutical, mathematical, economic, epidemiological, modelling, and research skills in South Africa and the Middle East.

Through strategic partnerships with one of the biggest market research consultancies based in the Middle East, VI Research's market research footprint spans globally.

With access to digital users globally and a team of developers, designers, programmers and UX developers, through exclusive partnership agreements, we design and execute bespoke digital technology enhanced research projects.

## THE FIRST TRULY DIGITALLY ENHANCED HEALTH RESEARCH COMPANY



# COMPANY OVERVIEW

## Value Proposition

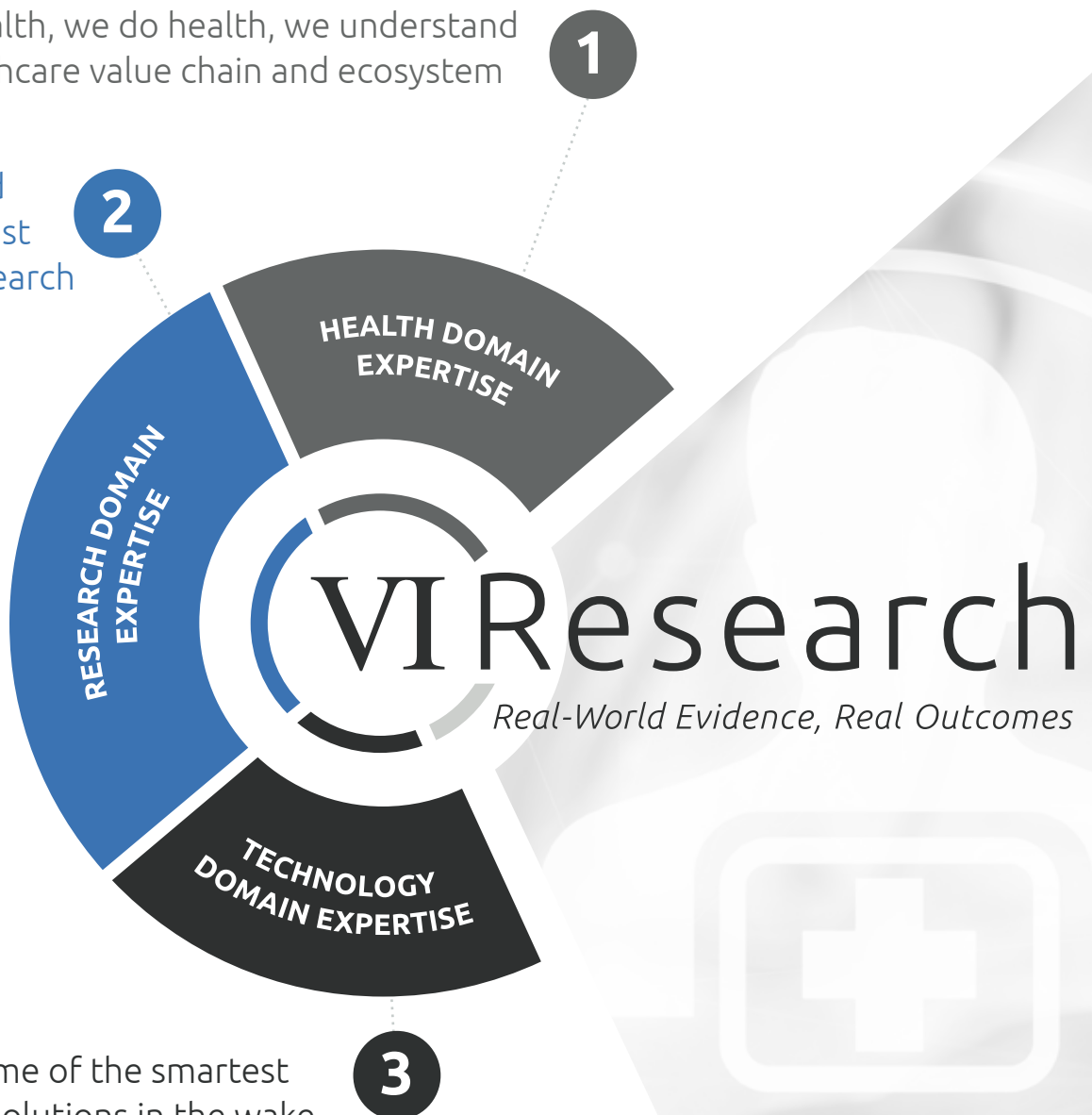
VI Research, is a Dubai, United Arab Emirates, based and South African-based healthcare research company that provides services globally to its clients ([www.valueinresearch.com](http://www.valueinresearch.com)).

Being the first healthcare research company that fully integrates the challenges and opportunities arising from the 4th Industrial Revolution<sup>1</sup>, our value to our customers lies in three core areas of domain expertise:

We know health, we do health, we understand the full healthcare value chain and ecosystem

We know and practice robust scientific research

We adopt some of the smartest technology solutions in the wake of the 4<sup>TH</sup> INDUSTRIAL REVOLUTION



<sup>1</sup>The Fourth Industrial Revolution, Klaus Schwab, World Economic Forum (<https://www.weforum.org/about/the-fourth-industrial-revolution-by-klaus-schwab>)

# HEALTH DOMAIN EXPERTISE

Healthcare is our focus. It is our business. We have an extensive, in-depth understanding of the healthcare ecosystem, including the demand side, supply side, patient side, and funding side.

Our clients benefit from this extensive healthcare knowledge and experience as we bring a wealth of expert systems and diverse stakeholder integration thinking into their projects.

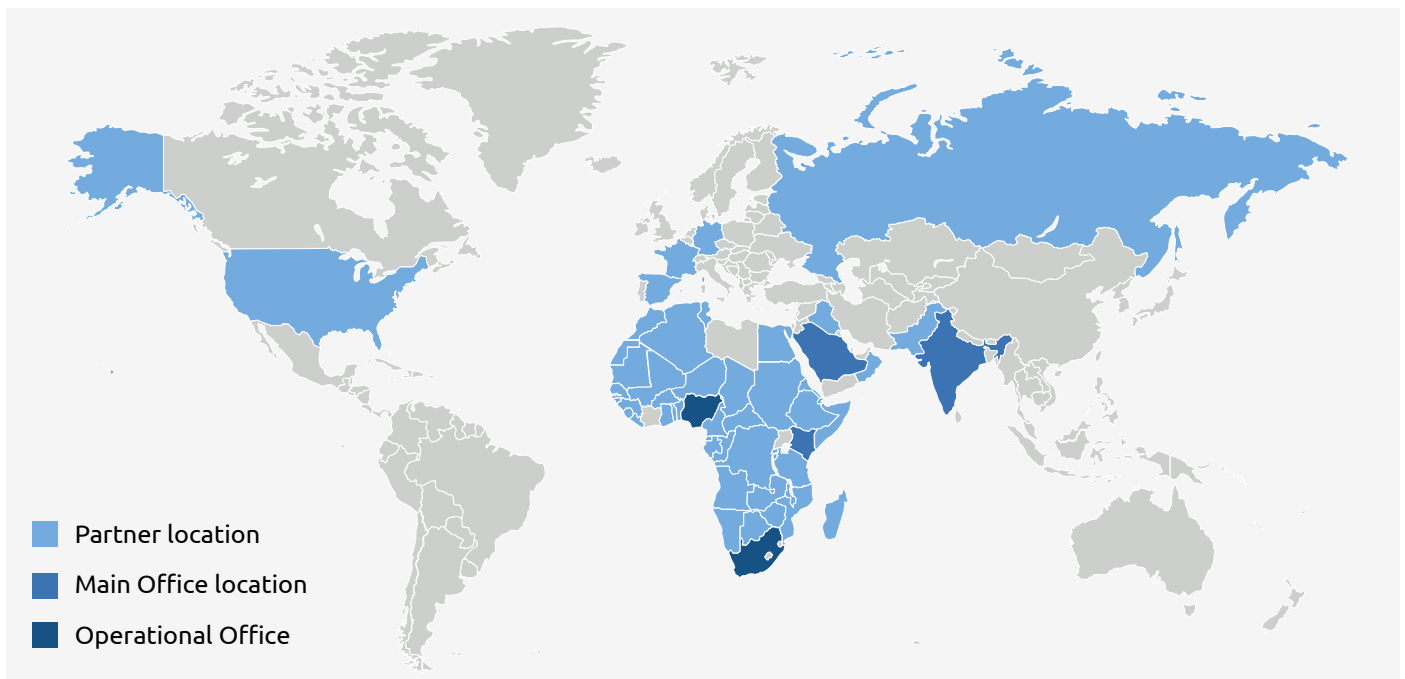
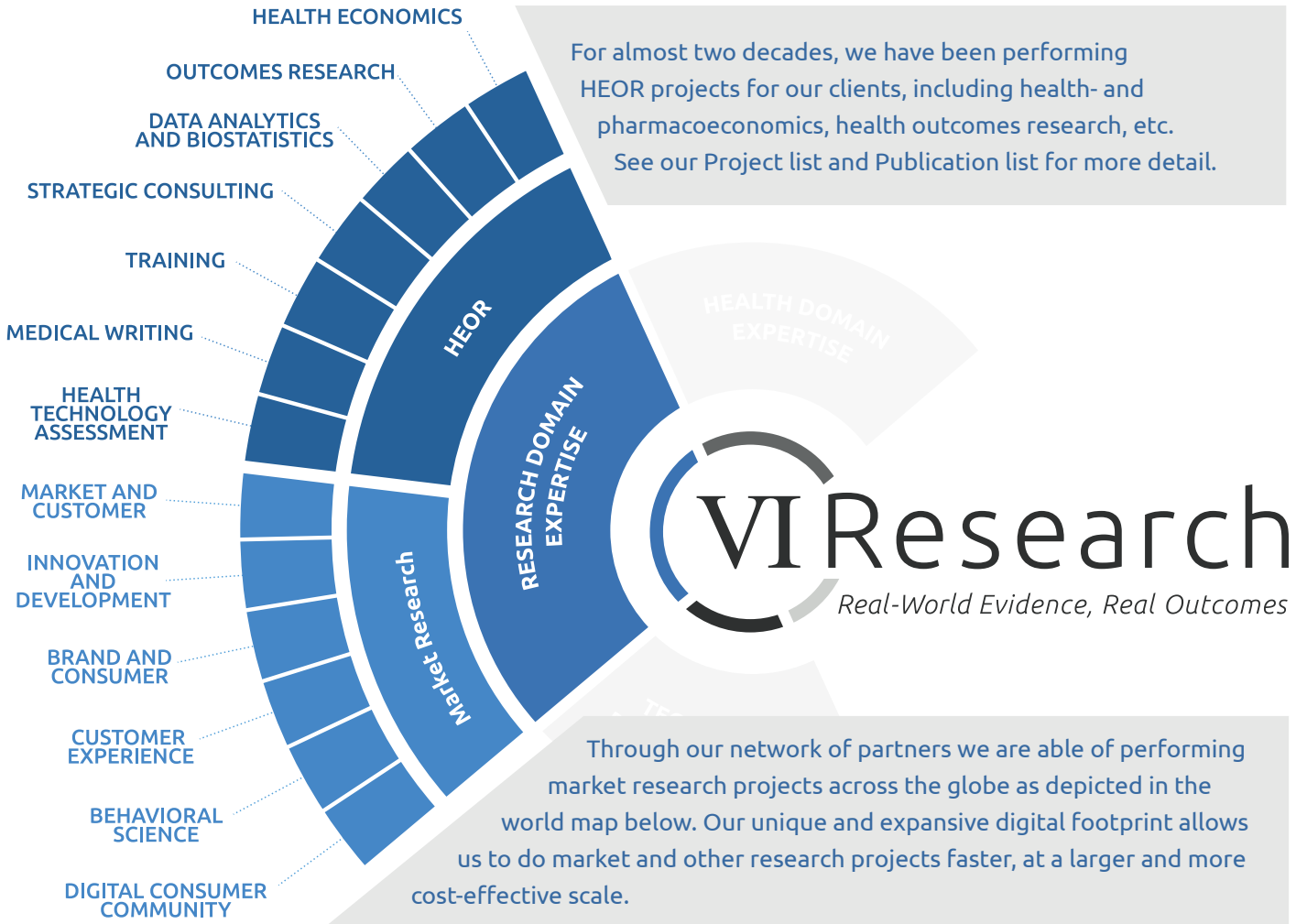
**HEALTHCARE SHOULD BE SEEN AS AN ECOSYSTEM WITH MANY STAKEHOLDERS ALONG ITS VALUE CHAIN.**

OUR CUSTOMERS BENEFIT FROM OUR HOLISTIC AND EXPERT KNOWLEDGE OF THE INDUSTRY AND THE HEALTH VALUE CHAIN.



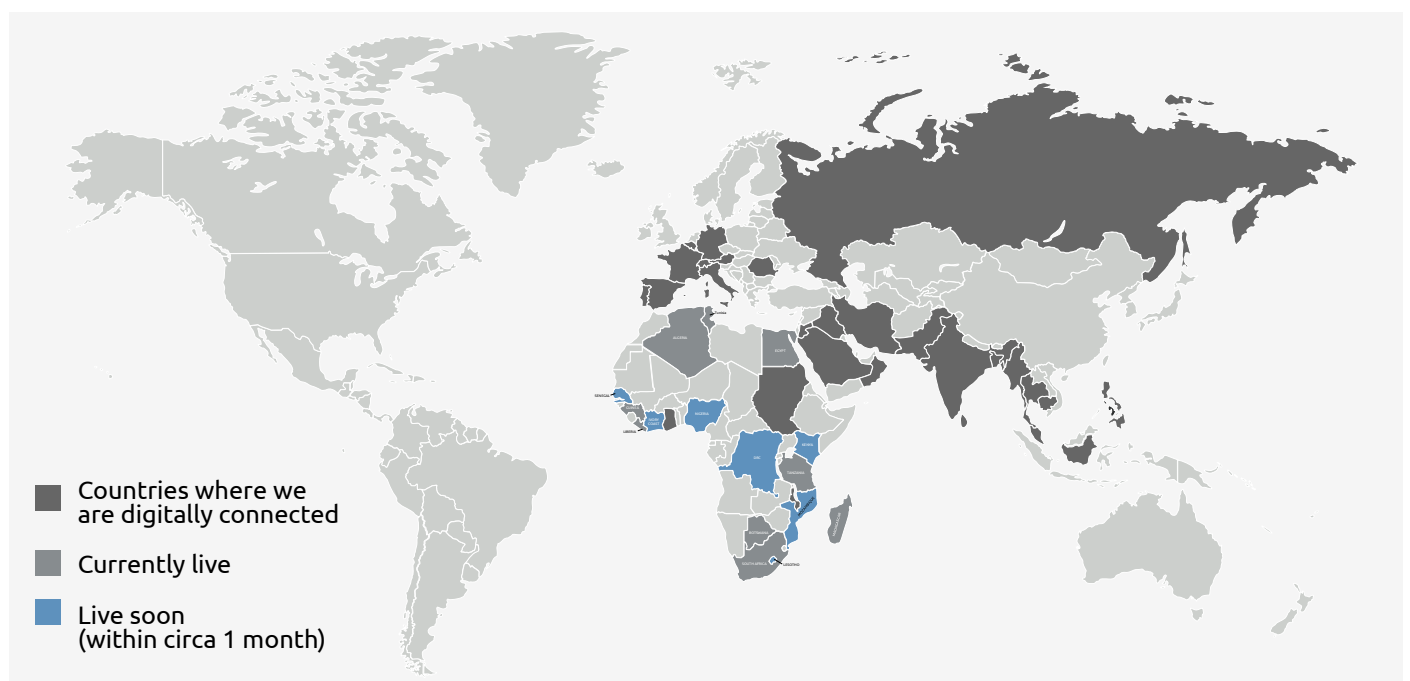
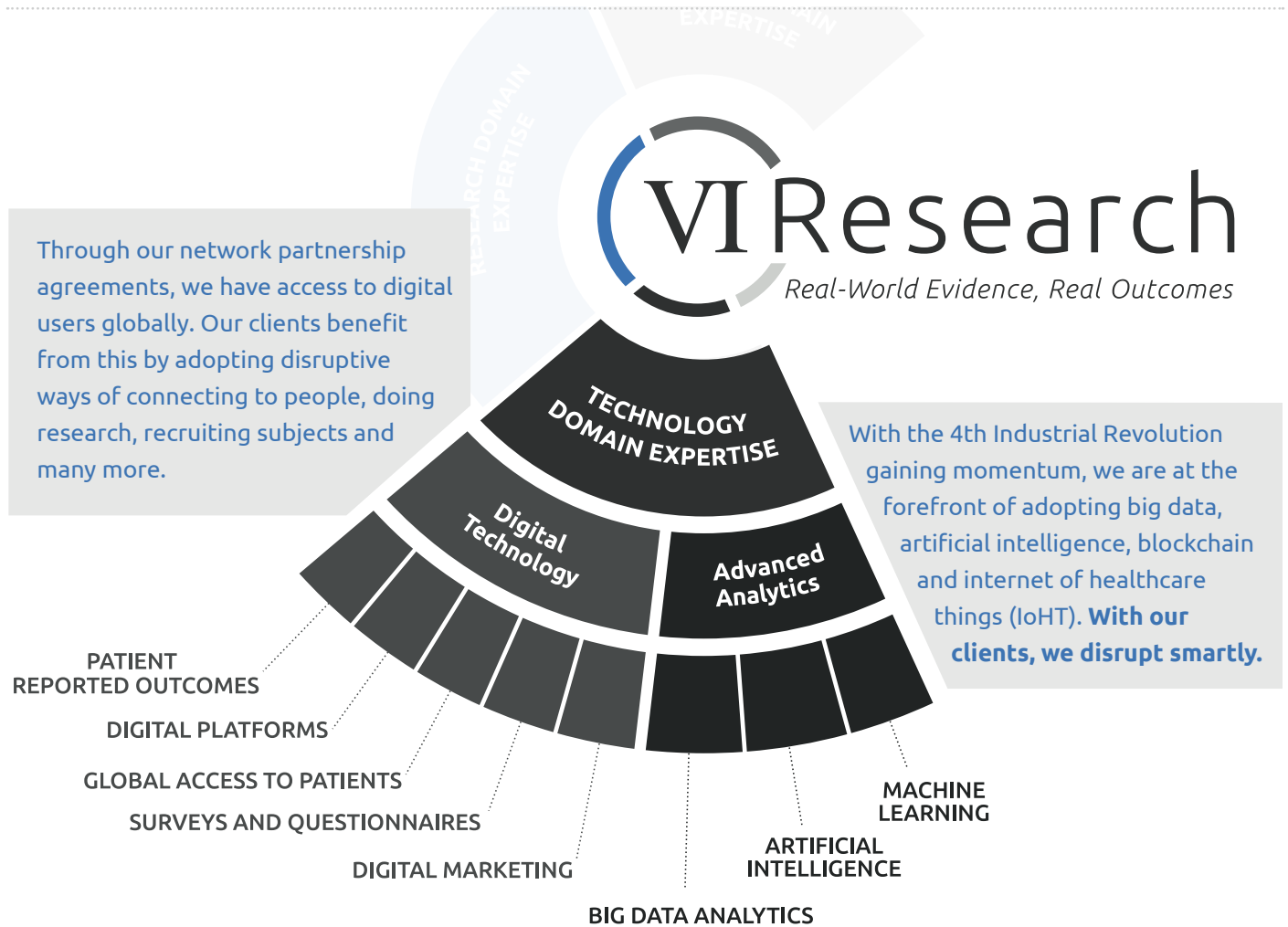
# RESEARCH DOMAIN EXPERTISE

Robust research methodology is core to what we are proficient in. This applies to Health Economics, Outcomes Research (HEOR) and Market Research. We are proud to publish and present our work and subject it to scientific rigor.



# TECHNOLOGY DOMAIN EXPERTISE

We have a clear strategic intent to be early adopters of the challenges and opportunities that are afforded by technology advancements that will benefit our customers. Having adopted a focussed design thinking culture, our teams challenge the status quo and work with our customers to design creative and ingenious solutions. Your challenges are our challenges.

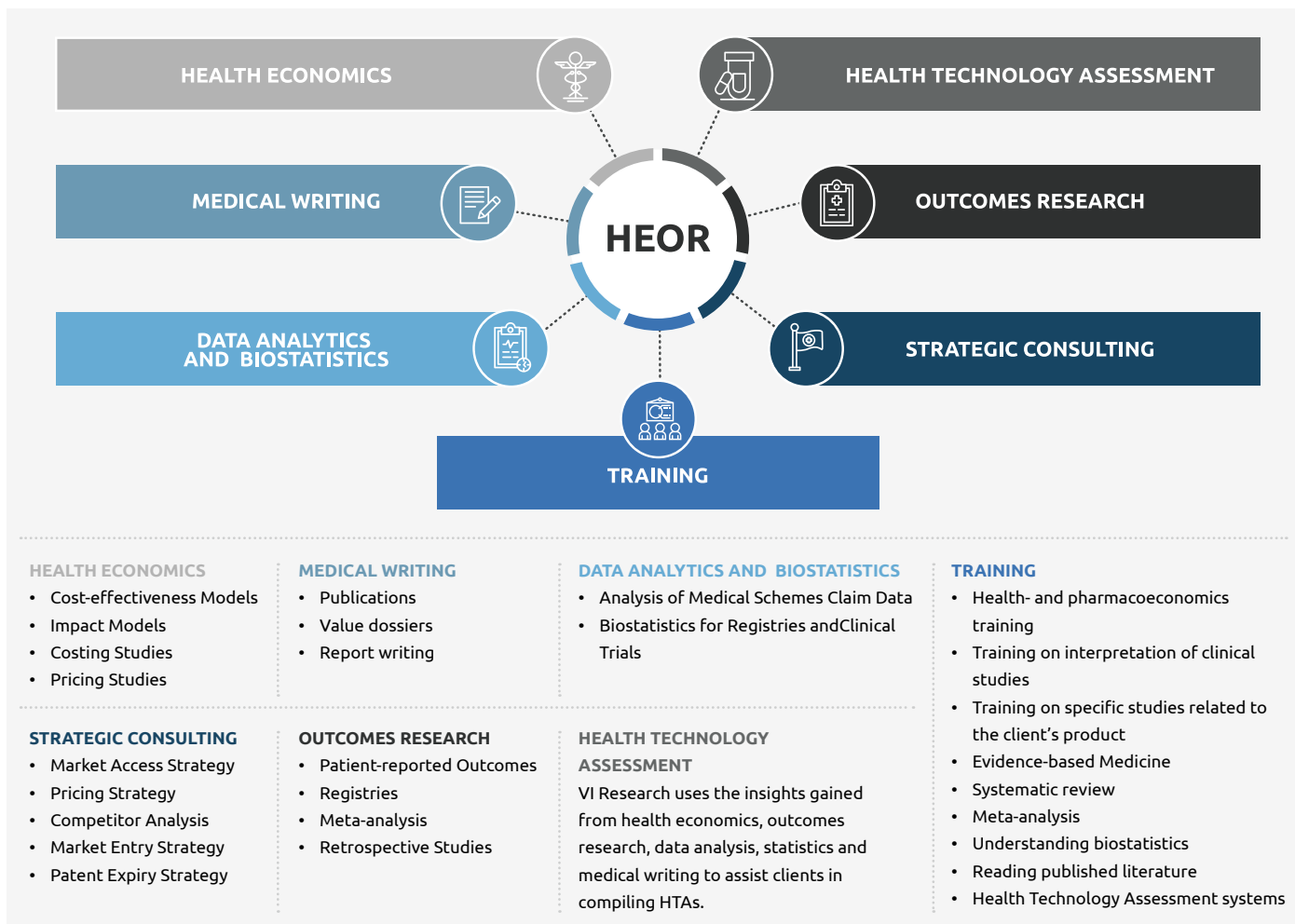


# SERVICES

The VI Research services are in essence our value proposition portrayed in the previous section.

Our services in the health care industry spans two areas. Firstly we offer research related services, and secondly we offer technology/digital related services. Our research services is divided into health economics and outcomes research (HEOR) services on the one hand, and secondly market research.

The illustration shows the typical HEOR services we offer. In this area we deal predominantly with Medical Affairs and Market Access functions, however, often the scope of the work dictates that it spans across all functions, including Clinical Affairs, Regulatory Affairs and Commercial activities.



Our market research expertise, in collaboration with our network partners, spans the complete menu of services, including customers, market dynamics, sizing, competition and experience. This is illustrated in the diagram below.



Our technology/digital services were created to address two important business realities, namely that healthcare and digital technologies are converging, and secondly that access to large data sets provides new opportunities to create intelligence and insights that was previously not possible.

Firstly, this includes access to our global digital connections which have the ability to access digital users via several digital platforms and developing tools to disseminate to and collect information or data from a target audience. Given this digital transformation, we have created the VI Digi-Suite™ as depicted in more detail below.

Secondly, we offer advanced analytical services related to big data and artificial intelligence.

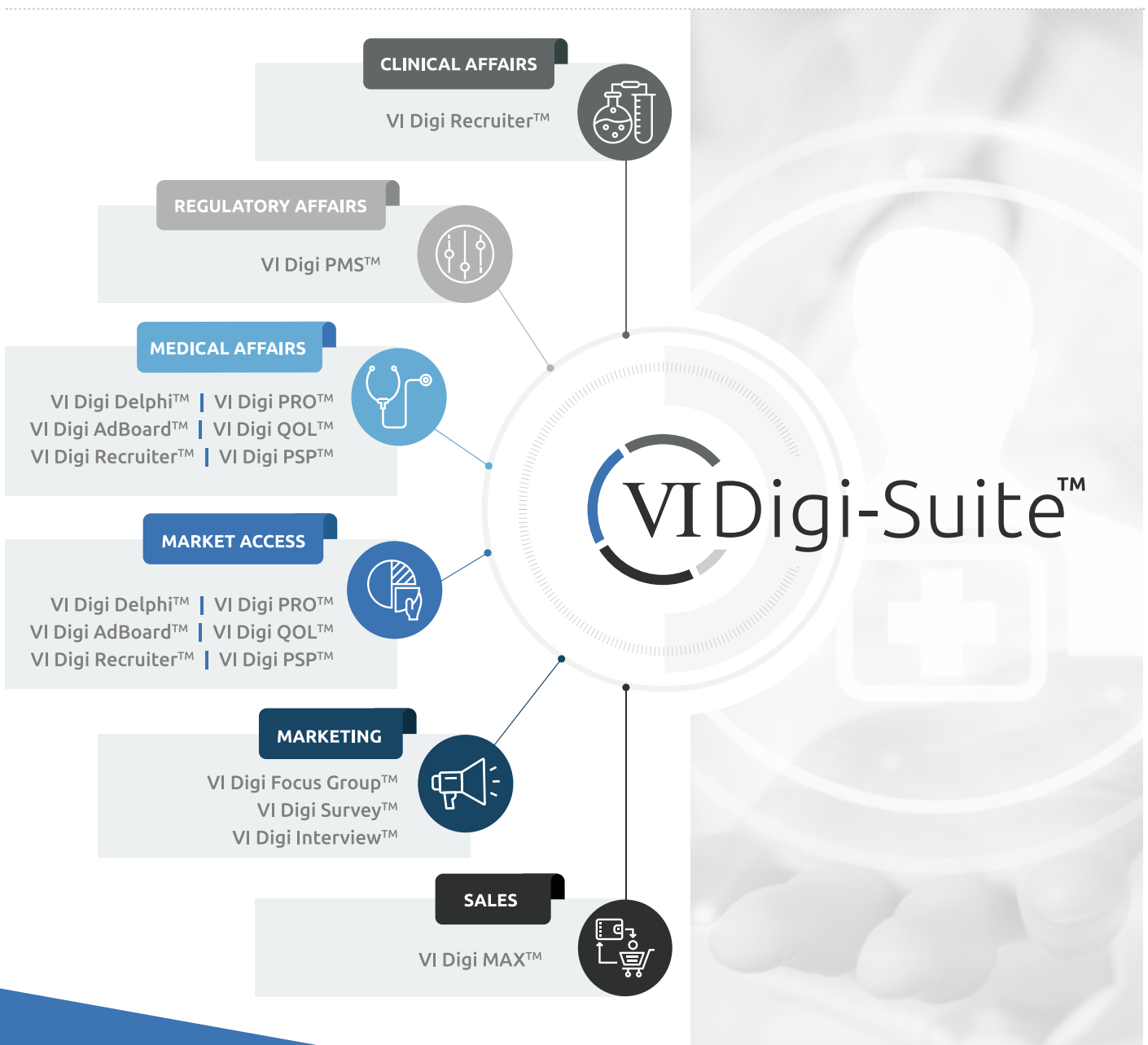
# VI DIGI-SUITE™

In any organization, the biggest exponent of its true culture lies in its people. Our culture revolves around two core beliefs: firstly, treat people with dignity and respect and secondly being at the forefront of creative disruption in the healthcare ecosystem. It is however the balancing of these two polarities, high-touch vs. high-tech, that differentiates our offering to clients.

From your first interaction with the team members you will experience our high-touch culture of human interaction. Linked to that, and in a project execution phase, you will experience our high-tech disruptive and innovative service.

As one of the first digital health research companies, our digital transformation starts from within. With a dedicated Digital Transformation Lead driving all things digital, we are early adopters of technology that is aligned with our vision of being a 4<sup>th</sup> Industrial Revolution company. The VI Digi-Suite™ is the culmination of the transformation of our skills into digital offerings that are efficient and effective.

The VI Digi-Suite™ is a journey that we embarked on to support all functional teams be it Clinical Affairs, Medical Affairs, Market Access, Regulatory Affairs or Marketing and Sales. Through continuous development we are progressively realizing our dreams of producing the following digital services, depicted here below.





# VI DIGI-SUITE™



## VI Digi Recruiter™

One of the challenges in clinical development is effective recruitment of patients. Our digital connected footprint allows us to seek and find a cohort of patients that meets inclusions and exclusion criteria in accordance with the study protocol. It also allows us to link these subjects to a trial site.



## VI Digi Surveillance™

Use our digital Post-Marketing Surveillance (PMS) platform to record adverse events as may be required by Regulatory Authorities.



## VI Digi AdBoard™

Allow VI Research to conduct highly professional, digitally enhanced, distributed Advisory Board meetings across the globe. Using smart technology and creative design thinking, our goal is to mimic face to face meetings, ensure participation and maintaining focus and interest.



## VI Digi Delphi™

As an extension to our VI Digi AdBoard™ we have integrated statistical methods to automate the use of Delphi methods when eliciting scientific robust opinions from Key Opinion Leaders. This allows for a truly digital experience while maintaining sound research methodology.



## VI Digi PRO™

Patient reported outcomes (PRO) is an important element of generating real world data and evidence (RWD and RWE). Our digital connected footprint allows us to seek and find a cohort of patients and to administer PRO's digitally, globally.



## VI Digi QOL™

Quality of Life (QOL) studies remain important elements of making the patient voice heard in healthcare research. Our digital connected footprint allows us to seek and find a cohort of patients and to administer validated QOL surveys digitally, globally.



## VI Digi PSP™

Patient Support Programs (PSP) have been shown to be one of the most effective tools for market penetration, loyalty and value. Most legacy PSP's are high-touch, low-tech solutions. We have developed a high-tech, low-touch, digital solution that ensures that contact and support with patients are maintained firstly with a digital interface, then via telephony and only as a final tier, face-to-face.



## VI Digi Survey™

Conduct surveys with the peace of mind that you are using a technology platform that is secure, private and fully HIPA/GDPR and FDA 21 CFR Part 11 compliant.



## VI Digi Focus Group™

Conduct qualitative research through focus groups digitally. Interact with the focus group as a group, as individuals, or in separate breakout rooms. Allow for sharing of content, anonymous polling, Q&A's to mimic a face-to-face meeting.



## VI Digi Interview™

Conduct qualitative research through individual interviews digitally. Allow for sharing of content, administering qualitative research methods, Q&A's to mimic a face-to-face meeting.



## VI Digi MAX™

MAX™ is our Marketing and Advertising eXcellence Platform. Through this platform we launch advertisement campaigns using our global digital connected footprint. It includes a payment gateway for transacting.



# VI RESEARCH TREE:

## The VI Research stamp: QUALITY GUARANTEED

Our project leaders are adept at managing multi-country projects that involve skilled coordination and guidance. To guarantee on going quality control, each project is carefully strategized and mapped against a defined time line. For major assignments, an advisory committee of independent experts convene to provide project specific guidance and support.

**No matter how big or small the project, our work guarantees quality.**



## The VI Research Tree


We chose the image of a tree to represent us, because trees benefit humanity in so many ways and VI Research aspires to do the same. Our team forms the base of our business. **We are grounded by common values, which are: passion for people, integrity, robust science, quality, innovation and passion for a sustainable future through a new world company.**


We partner with you to provide a solid foundation for your product portfolio. Together we are empowered to formulate health care decisions on that, which benefits humanity; let our work and actions support this cause!

*This symbol is our official stamp and promise of quality.*


## CONTACT US


### Head Office - Dubai, United Arab Emirates


 **T** +971 4 564 1682

 **Address** SD2-109, 2nd Floor, Dubai Science Park Laboratory Complex, Dubai Science Park, Al Barsha South, Dubai

### South Africa Office

 **T** +27 12 003 6624

 **Address** Byls Bridge Office Park, Building 14, Block B, Corner of Olievenhoutbosch & Jean Avenue Centurion, South Africa, 0157

 [value@valueinresearch.com](mailto:value@valueinresearch.com)

 [www.valueinresearch.com](http://www.valueinresearch.com)



**Head Office**

**Dubai, United Arab Emirates**

**T +971 4 564 1682**

**Address** SD2-109, 2nd Floor, Dubai Science Park  
Laboratory Complex, Dubai Science Park,  
Al Barsha South, Dubai

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Block B, Corner of Olievenhoutbosch & Jean Avenue  
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