

# ADDING VALUE TO YOU

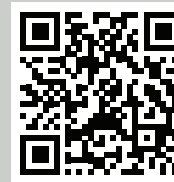
At its core, VI Research's value proposition lies in the combination of three skills:

- 1 **In-depth healthcare domain expertise** (suppliers, providers, payers and patients),
- 2 **In-depth research domain expertise** (robust scientific research methodologies) and
- 3 **Significant digital and technology expertise**, and merging this into healthcare research

Based on our advanced research methods and in-depth domain expertise, our services in HEOR, Market Research, Data Science, Medical Communications, Training & Mentorship and Strategic Consulting provide guidance for commercial strategies for the life sciences industry.

As a team, we work closely with our clients, in building long term partnerships, to create and execute HEOR strategies to support pharmaceutical products and medical devices throughout their life cycles.

## CONTACT US



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## OUR VALUE TREE



**This VI Research symbol guarantees quality.** When you see it you can be assured of personal service with honest results backed by robust scientific research.

*It becomes a stamp and a promise of quality.*



## COMPANY BROCHURE

**Your HEOR partner in the  
Middle East Africa Region**

Health Economics and Outcomes Research (HEOR), Market Research, Data Science, Medical Communications, Training & Mentorship and Strategic consulting for the life sciences industry.

# BESPOKE SOLUTIONS INFORMED BY RESEARCH INSIGHTS

At VI Research, we have over 20 years' experience in the HEOR business. We understand the complex process that life sciences companies face in researching, developing, manufacturing, and distributing pharmaceuticals and medical devices. Not only is the demand rising, but the diversity of pharmaceutical and medical device needs is growing. Innovation is both lengthy and costly. It is therefore important for companies to conduct rigorous research to ensure successful market entry of their products.

**VIR adds value to research by partnering with our clients, from project inception to strategic consulting.**

## CORE SERVICES

