



# Actu-Real Corporate Brochure

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We are on a Mission  
to Enable Better Results  
Through Evidence-based  
Decisions in Healthcare

**Actu-Real combines cross-functional skillsets to provide solutions to quality, cost and access challenges in healthcare for pharmaceutical cos, insurers and healthcare providers**

## Challenges we will help you address

Quality and speed of design, data and reporting for regulatory submissions

Uncertainty around the risk-benefit profile of a new intervention established in clinical development, extending to post-launch and the real world

Solutions with consistent standards for data management and interpretation

Operational complexities of implementing Risk Sharing Agreement

Value estimation of the product for optimal pricing and access

## Our Services



### Value-Based Healthcare

- Risk-sharing agreements, value-based pricing, in-silico phase 4 program
- Patient adherence and personalized health interventions program
- Evidence-based strategies to enhance quality and contain costs
- Actuarial cost modeling



### Real World Evidence

- Evidence generation (design, conduct, analysis, reporting of observational/real world studies and registries)
- Real World Data (RWD) analytics (systematic literature review, network meta analysis, predictive modeling, analytics platform)



### Health Economics and Outcomes Research

- Identification of outcomes measures and analysis – patient reported outcomes
- Health economic modeling, budget impact analysis



### Market Access and Pricing

- Health Technology Assessment (HTA) strategy, framework and analysis
- Launch readiness support
- Global value dossiers
- Market access consulting



### Clinical Development

- Clinical trial support across phases
- Study design, data management, analysis and reporting
- Quality assurance



### Technology Services and Digital Innovation

- Digitization solutions for real world data
- Healthcare data warehousing and analytics platform

# Why Actu-Real?



**Cross-functional expertise across clinical development, real world evidence, health economics, data sciences and actuarial science**



**In-depth expertise and experience that spans across pre-Launch and post-launch continuum**



**All-encompassing solution - HERCULE™ - a modular real world data analytics platform, and services, all in a global delivery model**



**Innovative solutions in value based healthcare and risk sharing agreements**



**Pragmatic and fit for purpose solution ensuring tangible & quality business outcomes**



**Best-in-class statistical expertise for efficient clinical trial design**

## Our Vision

**To inspire and implement a universally accepted outcomes-based approach to healthcare access**

# Global Presence

## Delivery Centers

USA, Canada, India,  
Ukraine, Costa Rica

15+

Global Offices

HQ

@Atlanta, USA



## About Us

Actu-Real is a concerted effort of more than 500 dynamic, future-facing professionals with deep expertise in technology, drug development, HEOR, RWE, Access and Pricing, Statistics, Data Sciences, Advanced Analytics, and Actuarial Science. With delivery centers in the US, Canada, India, Ukraine, and Costa Rica, and more than 15 offices spread across the globe, we are expanding our outreach every day. In Actu-Real, you have a partner that will support your business priorities all the way.

To know more about Actu-Real and our complete suite of services,  
feel free to contact us by clicking below.



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