

### **The benefits of working with NeuroEconomix:**

1. You will have **continuous and rigorous assistance** during the entire process in each project
2. Your work's design will be totally **adjusted to your needs**
3. Given our quality, you will have high impact work
4. When possible, **we will turn technical results into valuable** commercial inputs through the use of digital tools, so that your teams can use them
5. Your team will have **real and adequate understanding of the results** obtained in the work
6. We design **better visualization tools** and information analysis
7. Ample experience in the **publication of scientific articles**

### **Who we are**

We are a multidisciplinary team made up of neurologists, physicians, economists, and students of different areas of knowledge. We develop comprehensive solutions for the different actors within the health system. We combine tools such as clinical epidemiology, evidence-based medicine, pharmaco-economy, and research in *Real World Evidence*.

We specialize on the creation and publication of literature reviews, adaptation and update of economic models, form completion for inclusion in the benefit plan, economic assessments, budget and disease burden impact studies, topics such as cancer (skin, colon, breast and multiple myeloma), cerebrovascular disease, acute myocardial infarction, dyslipidemias, epilepsy, deep venous thrombosis and thromboembolic disease, rheumatoid arthritis and spondylopathies, chronic renal disease, multiple sclerosis, pneumococcal infection, clinical nutrition, diabetes mellitus, COPD, schizophrenia and suicide amongst others.

We have ample experience presenting our work in national and international conferences and scientific events.

## Our services:

- **Real life studies (Real World Evidence):** Can help you identify and build value arguments with local or regional data for the payer or other decision makers
- **Literature Reviews:** A good quality review will allow you to have, and in many cases to publish, a global and complete vision of the literature available on the topic
- **Economic studies:** Which intervention or which medication is more cost-effective? Can the system afford to pay for it? At what price should it be sold? Without a doubt, pharmacoeconomic studies are the best tool to guide decision making in health
- **Burden of disease studies:** They help identify needs and opportunities for the development and implementation of health-related programs as well as for the inclusion of new technologies
- **Completion of formats for inclusion in Colombian benefit plans:** For the inclusion of new technologies, the Ministry of Health requires certain specific methods established by IETS in 2014. A strict series of steps must be followed that usually include a systematic review, a meta-analysis, an economic evaluation and a budget impact analysis.

Our team has important experience in the completion of these formats, and several of our analyzed products have been considered by regulatory entities.

- **Online solutions:** We develop tools for gathering and analyzing data for an adequate management of the information and timely decision making, with intuitive and interface friendly results, for our clients
- **Evidence-Based Recommendations:** The continuous development of technologies around health, and the growing amount of publications in scientific literature make integrative research a very useful tool for clinical practice. In this case, evidence-based

recommendations allows us to address research questions, to gather information from other studies, and to use standardized methodologies.

On the other hand, variability in the clinical practice depends on many factors such as the variability in clinical and therapeutic decisions by medical staff, availability of resources in the health sector, and the system's own characteristics.

Thus, the two main reasons for developing evidence-based recommendations are:

- They allow the clinician a solid guideline for decision-making in health care in specific clinical scenarios, adapted to the local contexts, and including the best evidence to guide their own clinical experience.
- They allow health providers and insurers the possibility of guiding their policies and behaviors based on the best possible scientific arguments.

- **Adoption and update of evidence-based CPG:**

4 Key reasons to update or adopt

1. Physicians will follow management criteria based on the best evidence possible
2. You will use the best therapeutic options for your patients, according to reasonable efficient management algorithms
3. Your institution will be better positioned by presenting the best clinical outcomes
4. You will optimize the use of resources since you will work with standardized treatment protocols

**Description**

Clinical Practice Guidelines (CPG) are a set of recommendations developed systematically, based on the best evidence available, clinical experience and the patient's perspective, to guide health professionals in their decision-making under specific clinical circumstances.

CPG intend to decrease unjustified variability in the clinical practice, improve service quality for the benefit of the patients, and generate a more efficient use of resources.

NeuroEconomix and its Evidence-Based Medicine offers the most complete and rigorous processes for the adaptation or adoption of CPGs for your institution.

- **Completion of Invima formats**

NeuroEconomix, with its extensive experience in conducting epidemiology and pharmacoconomics studies and with a comprehensive knowledge of the health system, offers a comprehensive service to fill out and submit forms to the National Drug Surveillance Institute (INVIMA) of Colombia, in order to to obtain existing health or renewal records.

The trend in legislation, especially Article 72 ("gateway"), shows how it is increasingly important to take into account, from the beginning, pharmaco-economic aspects when processing the entry of a technology into our country. For this reason, you will require a solid interdisciplinary technical team at the time of making these applications.

**Our service includes the following points:**

1. Review of legal information in accordance with the requirements required by INVIMA.
2. Preparation of legal documents (authorizations, permits, declarations).
3. Organization of the dossier for submission to INVIMA.
4. Presentation and follow-up (periodic) of the procedure before INVIMA. It includes preparation of reports to the client of the status of the application for sanitary registration.
5. Request meetings, if necessary, with the coordinators of the group of medicines and medical devices.
6. Notification of the resolution that ends the process.

7. Includes preparation of report to the client, if necessary.

**Other activities can be included, such as:**

1. Review of advertising material.
2. Revision of labels and insert of products
3. Sanctions proceedings (review of documents, meetings in INVIMA, answer of administrative acts)
4. Consultations related to the application of sanitary norms and consumer protection regarding medications and medical devices.

## **Communication Means**

Our **Blog**, published on our **web page**: [www.neuroeconomix.com](http://www.neuroeconomix.com), is read by over 3,900 people bi-monthly. Here, we share useful articles on *what you should know about the health sector*, its changes, and new policies. Likewise, pharmaco-economy and clinical epidemiology as access tools and other topics related with research in *Real Life Evidence*.

Remain informed and connected with us in **LinkedIn** and **Twitter**.

## **Why work with us?**

Our work and guide will allow you to **present decision makers with top quality technical input**, supported by the best experience and trajectory, achieve adequate **positioning of your brand**, and **implement the best access to market strategy for your product**.

**In 2016 42 assessments were presented before IETS**, the Colombian HTA agency, 9 of them met the quality criteria. Out of those, 5 were prioritized by the Ministry of Health for inclusion in the benefit plan, and out of those, 2 (efficacy and safety) **were done by NeuroEconomix**

Our team, headed by the general director, has ample experience in publishing the work that we produce. Dr. **Diego Rosselli**, to date, has an **H index of 21 in Scholar Google** and **12 in Scopus**, and **has more than 100 indexed publications**.

## Testimonies of our client's experience after working with us

**Ludy Parada MSc**

**Access Manager – Cardiopulmonary area, Bayer**

“Upon having the opportunity, many years ago, of working with Dr. Rosselli and his research team, I have found the solution to my research needs, pharmaco-economy projects, and data analysis, with very high quality, commitment and dedication”

“Interaction with the team is positive, which makes meeting both the objectives and the schedules easier. For those reasons, I widely recommend such a good team”.

**Victor Prieto**

**HEOR Manager Pfizer Colombia**

“This health technology assessment group is known for its methodological rigorousness when approaching aspects related with researching outcomes in health and Pharmacoeconomics. Their work has had impacts in medical congresses, especially ISPOR”.

“This consulting group's success lies in mixing its experience with an effective communications strategy, so the results are understandable for different actor in the Colombian health system. That is the reason I feel pleased to work with them”

**Felice Leonardi Reyes**

**Pharmacoeconomics & Strategic Alliances Manager, Eli Lilly Colombia**

“I have had the opportunity to work with this excellent work team. Not only do they have great technical knowledge, but they are also excellent human beings, which has made the work dynamic and the discussions around constant changes in the health system become continuous learning



opportunities. They are flexible, and one can see they are extremely dedicated to each project. That is why I would widely recommend working with this great team”.

**Ana Maria Serrato**  
**Country Manager, Bioverativ**

“Working with the NeuroEconomix team resulted in an enriching experience, not only for their professional qualities and the human quality of the work team, but also because they combine discipline in the research and are open to deep discussions to reach high technical level results that meet the proposed objectives”

“This is a team that generates high motivation to continue working and building together”