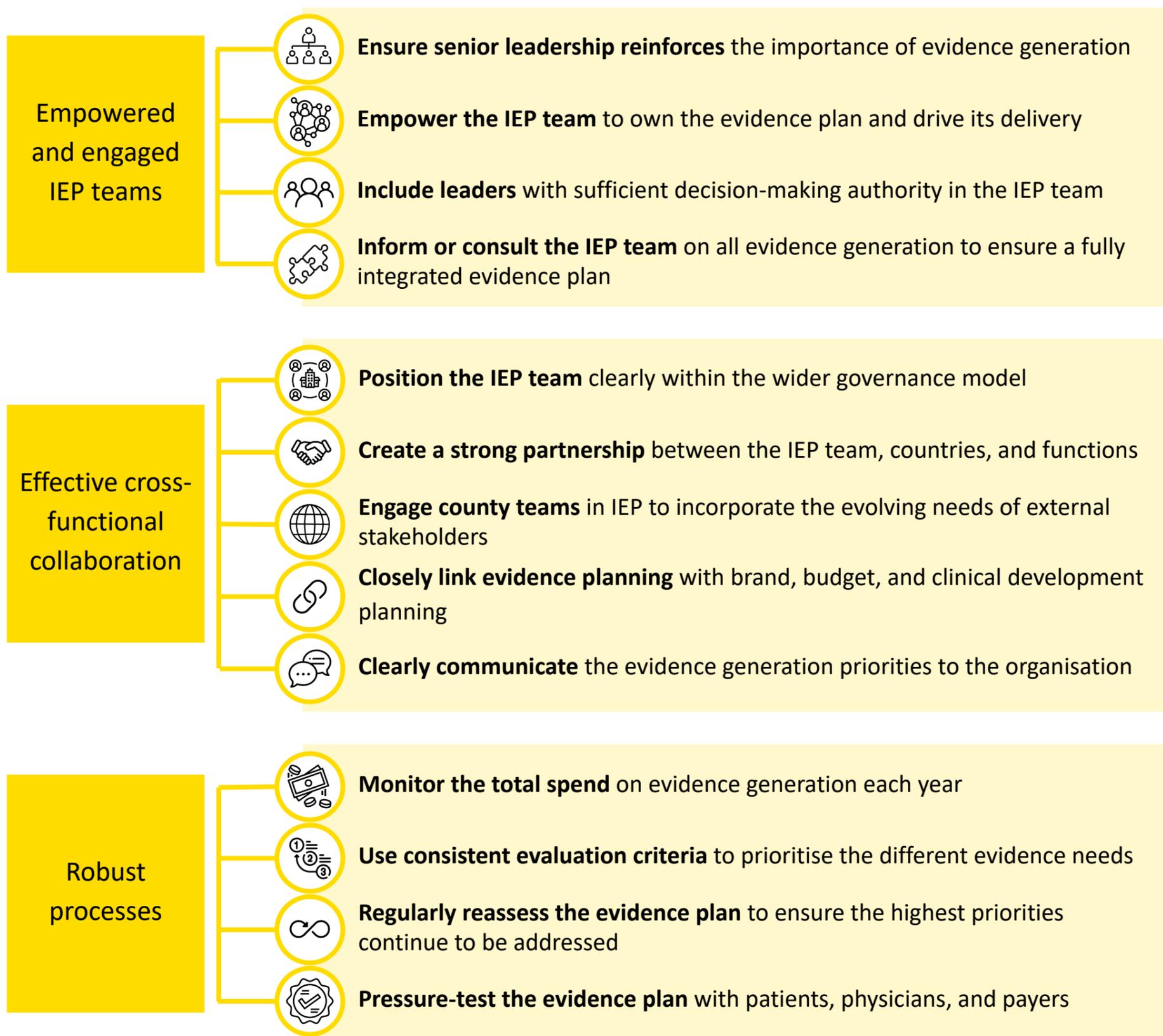


Establish Effective Integrated Evidence Planning

Integrated Evidence Planning (IEP) enables pharma companies to address the evolving evidence needs of different external stakeholders throughout a product's lifecycle. Effective IEP relies on a cross-functional team that owns the integrated evidence plan, to drive the delivery of compelling evidence generation and successfully influence decision-making by patients, physicians, and payers.

Pharma companies that are successful at IEP follow a common set of best practices:



Novasecta has significant experience supporting pharma organisations to optimise their IEP process and embed operational excellence in their IEP teams. Please contact Andrew Bell on abell@novasecta.com or John Gregson on jgregson@novasecta.com to discuss how we could support you.