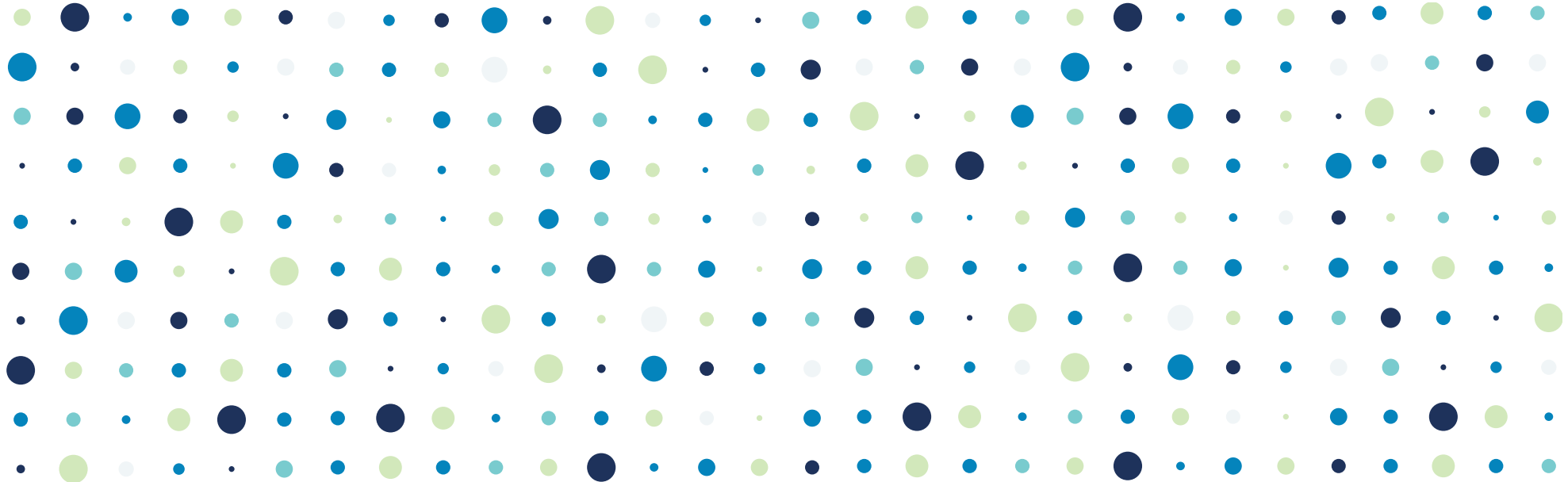




To uncover the value of the pharmaceuticals

Through Strategic Market Access and HEOR

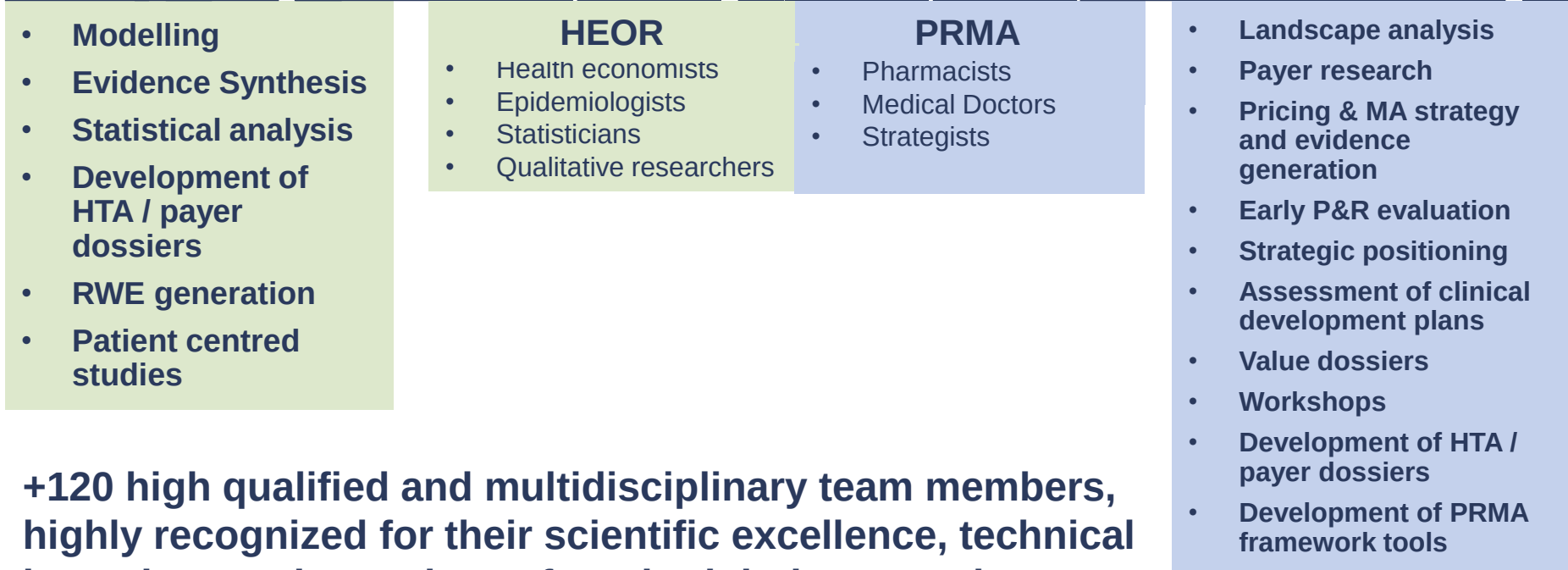
Date: 20th Feb 2019



- We need health but we buy a proxy: healthcare
 - We can't share health Health is not well regulated by the market
 - Buyer
 - Consumer
 - Payer
- 
- A red and yellow capsule and a blister pack of pills are shown in the bottom right corner of the slide.



- Medicines are intended to produce health
- When funding medicines, payers intend to buy health production
 - There is **uncertainty about the actual health produced** by a medicine
 - There is **no uncertainty about the cost** of medicine



A decorative horizontal bar consisting of a series of colored circles in various sizes and colors (blue, green, yellow, orange, red, purple, pink, grey) arranged in a non-uniform pattern.

Our team

Highly qualified and multidisciplinary team

International consulting firm dedicated to supporting the life science industry and health authorities in strategic decision-making

Created in 2008 by Pr. Toumi

Preferred provider of the
World Bank and
EU Commission



315 publications,
300 abstracts,
40 congress presentations,
11 books

+120 employees
4 continents,
12 countries with own offices,
1JV in Russia



We work on global projects,
for global clients and
local affiliates

Close links with academic institutions.
8 PhDs currently conducted in CC teams



What we do

Health Economics and Outcomes Research

Modelling

- Cost-effectiveness
- Cost-minimisation
- Cost-optimisation
- Budget impact
- Disease model
- Country adaptation

Evidence Synthesis

- Systematic literature review
- (Network) meta-analysis
- Indirect treatment comparison
- Mixed treatment comparison

Real World Evidence Generation

- Analysis of large administrative or EMR databases
- Chart review
- Physician or patient survey

Statistical Analysis

- Data-mining
- Piggy-back analysis



At Creativ-Ceutical we use:

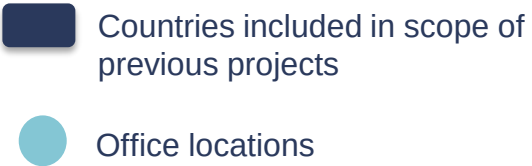
- Markov chains
- Survival analysis
- Monte Carlo simulations
- Regression analyses
- Generalized mixed models
- Classification analyses
- Metanalyses
- Bayesian modelling

On daily basis we work on:



$$A\hat{U}_{fit} = \sqrt{\frac{1}{1+\hat{b}^2} \left\{ \varphi\left(\frac{a}{1+\hat{b}^2}\right) \right\}^2 \left\{ \text{Var}(\hat{a}) - 2 \frac{\hat{a}\hat{b}}{1+\hat{b}^2} \text{Cov}(\hat{a}, \hat{b}) + \left(\frac{\hat{b}^2}{1+\hat{b}^2}\right)^2 \right\}} \\ A\hat{U}_{fit} = \varphi\left(\frac{\hat{a}}{\sqrt{1+\hat{b}^2}}\right)$$

Currently we have 11 Mathematics graduates in Krakow office (out of 50 team members). Mostly Jagiellonian University graduates



- We are located on Zabłocie in Factory Park
- Convenient public transportation
- Free parking for employees
- A lot of nice eating places nearby
- Facilities for cycling commuters
- Frequent French wine tasting during lunch time
- Almost 50 colleagues (we're still growing)



Source: www.factorypark.pl

Creativ Ceutical

The enlightened decision

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