

Data & Systems Committee



Catherine Beaucé (Chair)
2016 President Award
Sanofi

OUR MAIN GOALS:

- Keep global data quality as our first objective in any new project development to ensure our companies can take the right decisions
- Promote the importance of secondary data analysis in global market research



Vijay Chand
AstraZeneca



Isabelle de la Croix
Vaubois
Pfizer

WHAT ARE WE DOING?

- We discuss and influence global data & systems developments
- We act together to push for better data quality & coverage enhancements
- We freely share our experiences to improve our day to day work



Thorben Adami
Fresenius Kabi



Markus Lyga
Merck KGaA

ONGOING TOPICS

- Sales by Indications
- Doctors/Patients new data
- SP/Vx specific channels
- ePharmacies coverage
- Patient Support Programs



Boris Czekay
Bayer



David Marcoux
Servier

SOME ENHANCEMENTS WHERE YOU HAD BENEFITTED:

- Covid (Patients data & Vaccines tracking)
- SP Sales by Indications
- WW standardised Rx bound flag
- WW Market Segmentation
- MS generics & biocomparables
- Evolving Digital Promotion Data
- Indications promoted



Partnership:
Charlotte Pineau
IQVIA



Partnership:
Rhoda Schmuecking
Ipsos Healthcare



Why Not You?

WE ARE AN ESTABLISHED COMMITTEE PASSIONATE ABOUT SECONDARY DATA ANALYSIS

JOIN US AND SEE HOW WE CAN ADD VALUE TO YOUR COMPANY



ephmra