

Ipsos, Real-World Evidence / RWE / Real World Data / RWD

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Institution







Non-Pharmaceutical company

Institution identification

Institution ID

1000000765

Institution countries

-  Brazil
-  Canada
-  China
-  Czechia
-  Germany
-  Hungary
-  Japan
-  Mexico
-  Poland
-  Singapore
-  Spain
-  Switzerland

 United Arab Emirates

 United Kingdom

 United States

Type of institution

Non-Pharmaceutical company

Institution role

Researcher

Institution website

<https://www.ipsos.com/en/healthcare/real-world-evidence>

ENCePP partner

Yes

Institution description

Ipsos is a market-leading RWE (Real-World Evidence) company, providing innovative solutions to the life sciences industry, including: Pharmaceuticals, Biotechnology, Consumer Health and Medical Device and Diagnostic companies.

We provide a variety of RWE services, including:

- Evidence Planning (workshops and integrated evidence planning (IEP) and consulting)
- Primary RWE studies (Site-based and Direct-to-Responder)
- Secondary RWE studies, including feasibility and RWD landscape reviews
- RWD (Real World Data) analysis and RWE synthesis
- Publication, poster and abstract writing and data dashboarding.

Ipsos specialises in Direct-to-Responder studies, providing unparalleled access to all healthcare stakeholders. This approach allows for rapid RWD collection and RWE generation. We recognise the patient as the most motivated stakeholder in

healthcare, and we are passionate about championing patient centricity in all our studies.

Our study types include:

- Unmet need
- Burden of Disease/Carer burden
- PRO/QoL Studies
- Patient and Carer satisfaction studies
- Patient, Carer and HCP preference studies
- RWE ethnographic studies
- RWE Communities
- Patient journey studies
- PASS, PAES and PMCF Studies

Through these study designs, we ensure that we collect scientifically robust and clinically meaningful RWE directly from the patient, allowing their voice to be amplified through your research.

Institution details

Experience with collecting data directly from individual patients or respondents:

Yes

Interest in carrying out research that is funded by pharmaceutical companies:

Yes

Contact

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