

Ashfield

Commercial &
Medical Services



COMMERCIAL

Ashfield Commercial
Pharmexx
Ashfield MCG
Ashfield In2Focus
Ashfield Healthcare Ireland
Ashfield KK
Expansis

CLINICAL

Ashfield Healthcare
Pharmexx
Ashfield In2Focus
Ashfield Healthcare Ireland
Ashfield KK

HEALTHCARE COMMUNICATIONS

Infusion
QXV
iMed Comms
Watermeadow Medical

INSIGHT & PERFORMANCE

Business Edge
InforMed Insight
Pharma Marketing Academy



PHARMACOVIGILANCE
Drug Safety Alliance

MEETINGS & EVENTS
Universal WorldEvents

MEDICAL INFORMATION
Ashfield Medical Information
Ashfield Alliance

MARKET ACCESS
Synopia Rx
Ashfield In2Focus
Pharmexx

ashfieldhealthcare.com



Commercial

Part of the leading international contract sales organization, our specialist sales representatives, call center, multi-channel solutions and clinical educators work together to deliver the right blend of promotion and patient advocacy to support your brand.

Clinical

We deliver patient support and healthcare professional education through our nurse teams. Whether delivered in person, online or over the phone, our programs bring clarity and build confidence.

Healthcare Communications

We turn scientific evidence into meaningful communications that enable healthcare professionals to make informed clinical decisions and enhance patients' lives.

Insight & Performance

We deliver world-class business analytics and insights as well as outstanding, proven programs which drive marketing, leadership and sales excellence for the pharmaceutical industry.

Market Access

We offer comprehensive, experienced consulting and account management support to provide strong formulary positioning.

Medical Information

Our highly regarded medical information services provide compliant and accurate information to patients and healthcare professionals for pharmaceutical, biotech and medical device clients.

Meetings & Events

From congresses to conferences, investigator meetings to incentive programs, advisory boards to award ceremonies – you name it, we deliver with certainty and impact.

Pharmacovigilance

We partner globally with pharmaceutical companies, biotech and animal health organizations to deliver outstanding pharmacovigilance expertise and risk management services.



Commercial

We listen. We make sure we understand your vision. We bring expertise. Then we implement strategy with speed and energy to ensure our clients' ongoing success.

We believe our employees are our most valuable asset. As ingenious and energetic experts who deliver high-quality interactions with healthcare professionals and with you, our staff stand out.

Our services are tailored to your needs and no two teams are the same. We carefully select the right staff for every team, matching your needs and culture with the right candidate for every project, team and territory. We believe in

'standing out by fitting in' and we strive to work seamlessly with your organization to look ahead to future opportunities and challenges, and bring our recommendations to you.

Our business has grown dramatically in recent years and we believe the best way to continue to grow is to deliver exceptional results for our clients.

OUR CORE SERVICES INCLUDE:

- Specialist representatives
- Flexible sampling teams
- Hybrid sales teams
- Key account managers
- Vacancy management
- Call center services
- Clinical educators
- Patient education and advocacy programs

ashfieldhealthcareusa.com
pharmexx.com
medcommunications.ca
ashfieldin2focus.com
ashfieldhealthcare.ie
ashfield.jp
grupoexpansis.com

Commercial | Clinical | Healthcare Communications |
Insight & Performance | Market Access |
Medical Information | Meetings & Events | Pharmacovigilance



Clinical

The idea of healthcare professionals and the pharmaceutical industry working together is nothing new. But the advent of the nurse advisor and medical scientific liaison (MSL) has opened the door to a new kind of partnership. We strive to design and deliver nursing support programs that put patients and practitioners above commercial interests, adding value while maintaining trust. Ashfield currently has more nurses supporting pharma than any other CSO company in the US. To us, trust is an invaluable asset and our vision, experience and understanding has earned it with our many clients and healthcare providers. We can help you identify your nursing requirements and create tailored solutions to meet the needs of your company, patients and healthcare providers.

OUR CORE SERVICES INCLUDE:

- Peer-to-peer education to healthcare professionals and their staff
- Adherence initiatives that guide patients and healthcare professionals to maintain treatment populations
- Service redesign to maximize office capabilities with products
- Guideline implementation to aid in appropriate patient identification
- Direct-to-consumer/patient education in the comfort of the patient's home or facility

ashfieldhealthcareusa.com
pharmexx.com
ashfieldin2focus.com
ashfieldhealthcare.ie
ashfield.jp

Commercial | Clinical | Healthcare Communications |
Insight & Performance | Market Access |
Medical Information | Meetings & Events | Pharmacovigilance



Healthcare Communications

We understand pharmaceutical products inside and out. We understand the science as well as the marketplace. But most of all, we understand how to communicate about a product in a way that is clinically meaningful.

We use this insight to engage with healthcare professionals so they can make informed decisions that enhance patients' lives. So whatever the therapy area and wherever the market, we are able to communicate the scientific story in an intelligent and relevant way.

To achieve this, we ensure each of our staff members is client facing – we don't use middlemen or hide behind account managers.

Our clients know exactly who is working on their projects, enabling them to reach the people they need quickly and to build a trustworthy relationship. It's this strong relationship coupled with our understanding of the marketplace, the therapy area, and the science that places us in a great position to offer strategic and tactical solutions to our clients.

OUR CORE SERVICES INCLUDE:

- Strategic communications consultancy
- Publication planning and medical writing
- Meetings and event planning – including full agenda development, faculty and presentation support
- Expert/opinion leader strategy, selection and engagement
- Medical education programs
- Full design and digital support, including award-winning mode of action animations

infusioncomms.com

qxvcomms.com

imedcomms.com

watermeadowmedical.com



Insight & Performance

We deliver services to support the industry from early-stage insight gathering, through business analytics, to delivering excellence in sales, marketing and leadership effectiveness. Our insight teams deliver evidence-based, actionable results and business analytics in an engaging and intuitive way. Our performance teams, using our unique '4D' process, offer a dynamic range of services to identify your needs and deliver solutions that will enhance performance across your organization; from sales team effectiveness to marketing excellence; strategic development through to leadership excellence. Together we provide a unique blend of exceptional experience and proven expertise to drive your business success.

OUR CORE SERVICES INCLUDE:

- Real-world studies
- Interactive dashboards and market simulation models
- Quantitative and qualitative research
- KOL identification, profiling and mapping
- Marketing excellence consultancy
- Marketing assessments
- Sales force assessment and benchmarking
- Marketing and sales effectiveness training
- Product and therapy area training – commercial and scientific training and development
- Digital learning solutions
- Leadership development
- Organizational effectiveness consultancy

businessedgetraining.com
informed-insight.com
pharmama.com

Commercial | Clinical | Healthcare Communications |
Insight & Performance | Market Access |
Medical Information | Meetings & Events | Pharmacovigilance



Market Access

We know our clients need to optimize the uptake of their products through strong formulary positioning. Our experts have long relationships with key decision makers. It comes from years of understanding their strategies, the market landscape and developing the skill in communicating clinical outcomes. We focus on understanding. This unique relationship will accelerate the access and positioning of medicines.

OUR CORE SERVICES INCLUDE:

- Managed care research
- Managed care strategy development
- Account management
- Contract systems analysis
- Reimbursement acceleration offering
- Managed care training

synopiarx.com
ashfieldin2focus.com
pharmexx.com

Commercial | Clinical | Healthcare Communications |
Insight & Performance | Market Access |
Medical Information | Meetings & Events | Pharmacovigilance



Medical Information

Global medical information provided to physicians and patients must be given with great care; it must be accurate and it must reflect national and local regulations in every country we serve. We provide confidence to the patient and the healthcare professional by being true experts in communication. Our call center includes a staff of over 350 PharmDs, registered nurses, physicians and healthcare communicators who are carefully selected, trained and monitored for quality. Our interactions are underpinned by leading-edge technologies.

OUR CORE SERVICES INCLUDE:

- Consumer/patient information support
- Medical information request handling
- HIPAA compliant
- Adverse event experts
- Escalated call handling
- Product recall services/crisis management
- On- and off-label enquiries
- Multi-channel support

ashfieldhealthcareusa.com
ashfieldin2focus.com

Commercial | Clinical | Healthcare Communications |
Insight & Performance | Market Access |
Medical Information | Meetings & Events | Pharmacovigilance



Meetings & Events

Universal WorldEvents is a full-service global meeting planning company specializing in serving the healthcare sector. We have 36 years' experience in delivering meetings and events, with more than 300 employees in offices across the US, UK, mainland Europe and Asia. Although we are an international company with a global reach, we deliver a seamless local service. In the last twelve months we have planned more than 1,750 meetings and events in 57 countries, looking after more than 139,000 delegates.

We know the importance of certainty in delivery, regardless of timescales, challenges and location. That's why no matter how complex the objectives, our dedicated team acts as one resource to provide highly effective project management. From initial brief through to on-site delivery and final reconciliation, we are determined to deliver a consistently high

level of service. We also understand that your event needs to be engaging to make an impact, so whether it is event materials, speaker support, materials, themes, template design, audience response systems, interactive debates, e-learning, video and interactive design or live web broadcasts, we can make sure your message makes the right impression.

OUR CORE SERVICES INCLUDE:

- Meeting planning
- Event logistics
- Venue finding
- Event and group travel
- Strategic event consultancy
- Creative concepts and content
- Message delivery optimization
- Event production
- Delivering ROI/ROO and commercial impact
- Online communication and registration
- Speaker and faculty sourcing
- Virtual and hybrid meetings

universalworldevents.com



Pharmacovigilance

The industry is in a constant state of change. Worldwide regulations are increasingly complex, requiring higher levels of inter-disciplinary expertise, together with increasing demands to improve patient safety. The safety arena continues to be in the spotlight, so highly effective, dynamic and forward-looking pharmacovigilance systems are vital.

We do this by providing comprehensive case management, global aggregate reporting, risk management, literature services and validated safety database systems. Our in-house medical staff has an average of 4–5 years' pharmacovigilance experience and we've been maximizing our expertise to deliver solutions for over 25 years.

THROUGH OUR CORE SERVICES, WE OFFER YOU:

- A dedicated service
- Immediate solutions for unplanned peak volumes
- A highly trained team of on-site medical and healthcare professional staff
- 25 years of experience at senior management level
- Experience across clinical and post-marketing safety reporting and multiple safety database environments

drugsafetyalliance.com

Commercial | Clinical | Healthcare Communications |
Insight & Performance | Market Access |
Medical Information | Meetings & Events | Pharmacovigilance