

# Evalueserve launches Pharmafusion to provide deeper insights for pharma brand and pipeline strategies

**Schaffhausen/Zurich, Switzerland, January 17, 2017:** Evalueserve, a global provider of research, analytics and data management services, has launched its newest offering: Pharmafusion, a dynamic insight delivery platform to support the decision-making process for brand and pipeline strategies for the pharmaceutical and related industries.

Pharmafusion answers a need for easy and rapid access to professional, reliable and relevant insights into a variety of pharmaceutical markets and disease areas. It relies on Evalueserve's unique and powerful mind+machine™ approach, which combines the latest tools and technologies with the work of expert pharmaceutical analysts to expand and strengthen research scope, providing clients with answers in ready-to-use forms.

Dr. Alain M. Cahen, Global Business Unit Head of Life Sciences and Healthcare, explains the aim of creating this product. "Pharmafusion is designed to be a powerful knowledge companion for every manager: it makes complex knowledge simple and enables pharmaceutical executives to develop and execute informed brand and pipeline strategies. In response to the rapid changes in the competitive landscape, it functions in a dynamic manner, capable of delivering new information daily if needed."

Pharmafusion consists of four regularly updated modules: Therapy Area Insights; HEOR and Epidemiology; Social Media Monitoring; and Pharmacology Strategy Insights. Each serves the needs of drug pipeline and brand strategy development and execution in different ways, delivering insights to define competition, identify unmet needs, demonstrate product value and help understand brand performance in industry context.

Designed by data management and analysis experts working closely with a team of highly experienced pharmaceutical industry veterans, the functioning of Pharmafusion is based on an understanding of the increasing budgetary and regulatory pressures faced by the industry.

Sheetal Ranganathan, the Global Operations Head of Life Sciences and Healthcare, is very excited about the uniqueness of the Pharmafusion platform. "This is the first solution to make information and analysis of this caliber and complexity so readily available. Pharmafusion delivers contextualized answers to business questions, with supporting data presented in professionally visualized graphics that are easy to integrate into reports and presentations. This will save considerable time for overburdened strategists and decision makers at pharmaceutical companies. "

In a pharmaceutical industry survey<sup>1</sup>, Pharmafusion was acknowledged as a great time-saver that helped in the creation of essential reports. One user reported: "It's a terrific tool that will offload the heavy lifting for us." Another stated that it "addresses the need [to] produce more engaging reports."

Pharmafusion builds on Evalueserve's tried-and-tested mind+machine™ approach to analytics, standing as the first fully digital offering for delivering this type of insight to the life sciences and healthcare industry. It is part of the global professional service provider's commitment to creating new services for commercial and medical departments in the pharmaceutical industry.

For more information about Pharmafusion, visit: [evalueserve.com/pharmafusion](http://evalueserve.com/pharmafusion)



## About Evalueserve

Evalueserve is a global professional services provider offering research, analytics, and data management services. We are powered by mind+machine – a unique combination of human expertise and best-in-class technologies that use smart algorithms to simplify key tasks. This approach enables us to design and manage processes that can generate and harness insights on a large scale, significantly cutting costs and timescales and helping businesses that partner with us to overtake the competition. We work with clients across a wide range of industries and business functions, helping them to make better decisions faster; reach new levels of efficiency and effectiveness; and see a tangible impact on their top and bottom line.

For more information about Evalueserve, visit: [www.evalueserve.com](http://www.evalueserve.com)

For interview requests and any other information, please contact Selma Kasimay at [selma.kasimay@evalueserve.com](mailto:selma.kasimay@evalueserve.com)

<sup>1</sup>Source: Loudhouse Pharma Sector Survey, November 2016

