

APAC Is Not One Evidence Problem.

It's five. And most teams are solving for the wrong one.



The Real Challenge

APAC healthcare markets operate under fundamentally different evidence standards. What works in Japan fails in Australia. What satisfies Korea confuses China.

5 distinct regulatory evidence frameworks across APAC



The Evidence Gap

Most global evidence teams apply a single methodology across all APAC markets. The result: months of rework, missed timelines, and regulatory pushback.

Japan

PMDA-specific endpoints

Australia

PBAC cost-utility focus

Korea

HIRA population evidence



The Five Evidence Dimensions

01 Regulatory Pathway Design
Market-specific submission architecture

02 Clinical Evidence Standards
Endpoint selection by HTA body

03 Economic Modelling Requirements
Cost-effectiveness frameworks

04 Real-World Evidence Expectations
Post-launch data obligations

05 Stakeholder Evidence Mapping
Payer and clinician value narratives



Why Single-Strategy Fails

Teams that treat APAC as a monolith face predictable failure modes:

Regulatory Rejection

Evidence packages that satisfy one market but violate another's requirements

Timeline Overruns

6-12 month delays from rework when local standards aren't met upfront

Resource Waste

Duplicate studies that could have been avoided with proper market mapping

Market Access Gaps

Missed reimbursement windows due to incomplete local evidence dossiers



The Aurumetrics Approach

Market-specific evidence intelligence that maps each APAC jurisdiction's unique requirements before a single study is designed.

- 1 Map**
Identify each market's regulatory, HTA, and payer evidence requirements
- 2 Align**
Design evidence generation strategies that satisfy multiple markets simultaneously
- 3 Execute**
Deploy market-specific dossiers with confidence in local acceptance



Which APAC market is hardest for your team to evidence properly?

Let's talk. Comment below or DM to explore
how market-specific evidence intelligence works.

aurumetrics.com



The challenge is no longer whether healthcare data exists.

It is whether the right evidence can be generated fast enough?

Yes, it can.

Aurumetrics supports pharmaceutical and life sciences teams with real-world data intelligence, strategic commercial insight and evidence generation.

GLOBAL MARKET FOOTPRINT

APAC-focused with evidence and data partnerships spanning:

China • Australia • Japan • South Korea • Taiwan • New Zealand

Additional support across the UK, EU, US, and other global markets on an ad hoc basis.

CAPABILITIES

Sourcing & Integrating
Real-World Data Globally

Advancing Analytical
Solutions

Delivering Strategic
Data Insights & Advisory

Building Powerful
Data Collaborations

Claims • EMR • Registry • GP • Lab • Genomics • Linked Data

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