

Medical Affairs Owns the Question. Not the Infrastructure.

Why APAC evidence generation needs
a connected operating system

What APAC evidence question is your Medical Affairs team unable to answer today?

Across Asia-Pacific, Medical Affairs teams face a common paradox: they own the scientific questions that shape strategy — but lack the connected infrastructure to generate answers at speed.



Evidence generation is disconnected.

RWE Studies

Siloed by country,
no cross-market learning

**Scientific
Communications**

Reactive, not connected
to evidence strategy

Medical Strategy

Informed by intuition,
not integrated signals

KOL Engagement

Relationship-driven,
not insight-driven



Disconnected evidence costs more than budget. It costs decisions.

- 01 Delayed market access submissions**
Evidence gaps slow HTA dossier readiness by 6–12 months
- 02 Missed scientific engagement windows**
KOL insights never reach evidence planning cycles
- 03 Duplicated studies across markets**
No visibility into what's already been generated regionally
- 04 Reactive scientific communications**
Publications follow timelines, not strategic needs



A connected operating system for Medical Affairs evidence.



Each stage connects to the next — creating a continuous evidence loop rather than isolated workstreams.



Aurumetrics builds the connected evidence infrastructure Medical Affairs needs.

- **Evidence Landscape Intelligence**

Map what's known, what's missing, and what matters — across APAC markets.

- **Connected Study Design**

Link RWE, registries, and observational programs into a unified evidence plan.

- **Scientific Communications Engine**

Turn evidence into strategic narratives that reach the right stakeholders.

- **Cross-Market Signal Integration**

Connect insights across geographies to accelerate regional decisions.



What APAC evidence question is your Medical Affairs team unable to answer today?

Let's explore how a connected evidence operating system can transform your Medical Affairs capability across Asia-Pacific.

Connect with Aurumetrics

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

team@aurumetrics.com

www.aurumetrics.com



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