

A half-answer can look complete.

Why evidence strategies need
both the clinical and commercial lens.

Most evidence plans start clinical.

They end clinical.

But the questions that determine market access,
reimbursement, and commercial positioning
are often left unanswered until it's too late.



The gap isn't in the science.

It's in the strategy.

CLINICAL EVIDENCE

Efficacy, safety, endpoints,
trial design, regulatory dossier

COMMERCIAL EVIDENCE

Value positioning, payer needs,
real-world differentiation, access strategy



Without the commercial lens:

- Value dossiers lack differentiation
- HTA submissions miss payer questions
- Launch evidence arrives 12-18 months late
- Regional access teams build from scratch



Evidence generation is infrastructure.

It should be designed to serve
multiple stakeholders from the start:
regulators, payers, prescribers,
and patients.

Not retrofitted after approval.



Integrated evidence architecture

CLINICAL LAYER

Trial design
Endpoint selection
Regulatory strategy
Publication planning
Safety evidence

COMMERCIAL LAYER

Value proposition
Payer evidence needs
RWE strategy
Access positioning
Differentiation data



Evidence strategy should answer both levels.

We help pharmaceutical and biotech teams
build evidence architectures that serve both
clinical and commercial objectives from Day 1.

Healthcare Intelligence & Evidence Systems

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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