



PRESS RELEASE

Ipsos Launches Non-interventional Studies (NIS) Centre of Expertise

Paris, 5th July 2023 — The new NIS Centre of Expertise, part of Ipsos' global healthcare business, consolidates Ipsos' extensive capabilities in real-world evidence, an area of increasing priority for healthcare companies.

As healthcare costs rise, and pressure to demonstrate healthcare product value intensifies, so too does the need for robust real-world evidence (RWE). Ipsos' Centre of Expertise (CoE) for Non-interventional Studies – which follow rigorous clinical processes to generate RWE – consolidates Ipsos' global capabilities in NIS to better meet this growing demand.

Ipsos' new global CoE designs bespoke studies to achieve clients' specific RWE objectives. Solutions are drawn from a comprehensive portfolio of evidence generation planning & consultancy, primary data NIS and secondary data NIS, as well as publication and data visualisation of results. All studies are conducted in full compliance with GxP processes and other relevant regulations.

The NIS CoE is led by Samantha Oliver, who joined the company in March 2023 to oversee this strategic priority area. Oliver, who has a wealth of experience in designing and operationalising NIS, joined Ipsos from OPEN Health where she was partner and Global Lead for its Real-World Evidence Centre of Excellence.

Ipsos has a long heritage in generating real-world evidence for healthcare sector clients. Not only has it been using NIS to generate RWE for clinical use for several years, it has delivered RWE for market research purposes since 1991 through its syndicated Global Therapy Monitors, and for market access purposes through its Market Access & HEOR CoE for decades.

The company's key differentiator in the NIS space, however, lies in its vast capabilities in primary healthcare market research. Explains Oliver:

"Whilst the purpose and processes of NIS are different from market research, the methods are often very similar. As well as having strong RWE credentials, Ipsos is one of the world's leading healthcare market research businesses; as a result, every non-interventional study we undertake can benefit from Ipsos' global healthcare compliance protocols, therapeutic knowledge, worldwide access to study participants, and expertise in study design and data science."



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Added Dr. Jo Appleton, Chief Commercial Officer for Healthcare at Ipsos:

"As the costs of healthcare rise around the world, our clients are under increasing pressure to demonstrate the value, safety and efficacy of their drug, device or diagnostic – and to do so using robust clinical evidence. We are delighted to bring the best of Ipsos to meet their needs in this critical area."

Note to editors:

Non-interventional Studies (NIS), also referred to as observational studies, capture healthcare information in the real world without intervening in or influencing events. NIS follow rigorous clinical processes to transform the real world data they collect into scientifically robust real world evidence (RWE). This RWE is used by healthcare companies across the product lifecycle to demonstrate the value of their products to regulators, payers, prescribers and patients.

About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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