

Health Economics research and modeling at a global health economy firm

The project was research and modeling based. The firm wanted research to be done on five Nordic and East European countries, as a pre-launch study for a large client's medication for an age related disease.

The project was to supply reports á 30 pages as well as economic models pertaining to each country. Risks involved with launching versus not launching the drug where described and analyzed, qualitatively and quantitatively.

Implementation was initiated post-phase #1 and 2, as the client had a very specific and detailed requirement for the project.

The project required very detailed information, at times unavailable information, which required a lot of detective work to find the most accurate and relevant data. There is always a large risk involved in using erroneous or semi-correct data in health economics research and modeling, as such research is the basis of investigations relating to the approval (or not) of a medication.

Handling such data and informational risk is crucial to the success of a project.