Your expert partner in

Real World Evidence (RWE)

Real World Data

Winicker Norimed GmbH
Clinical Research

Deutschherrnstraße 15-19
D-90429 Nürnberg

www.winicker-norimed.com

Real World Evidence

Many names – one goal: data access

You need data? We got you covered.



Who are we?

We are Winicker Norimed – a CRO with 30 years of expertise in patient surveys and extensive experience in clinical research (phase II to IV as well as non-interventional studies).

Structured data on patient level

With this data, we enable you to advance with your target groups and to make better decisions – from product development to marketing – for increasing sales, high customer loyalty and greater planning security.

In tune with OTC & Rx users

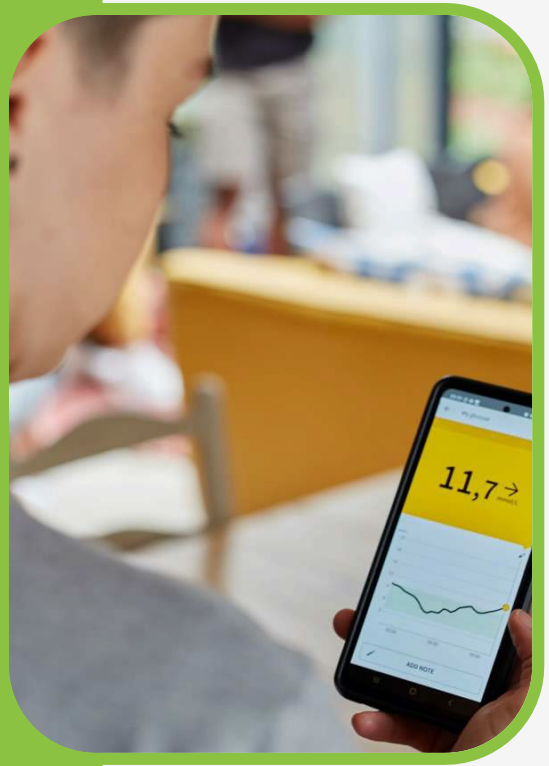
With us, you gain authentic and valid insights into the patients' purchasing decision and actual use of OTC and Rx products in daily life. This is for example made possible by us talking to clients directly on site. This way, we implement even large amounts of random samples within a short time and at a manageable cost.

Your project – your possibilities



Pharmacy projects:

- Online with easy-to-use documentation systems and intuitive handling or paper-based
- Participant access via link or QR code
- On completion compensation for patients (e.g. with vouchers)
- Particularly well suited for OTC but also Rx
- Single or multipoint survey
- Anonymous or pseudonymized, depending on requirements and rationale
- Variants: a combination of pharmacies and medical centers is possible
- **Advantage: the data is being collected where it is generated and you use the existing infrastructure of the pharmacies**



Direct-to-patient approach:

- Enrollment using online advertisements
- Ideal for epidemiologic or indication-based settings
- Easy-to-use perfectly customized documentation systems (ePRO, patient reported outcome)
- **Advantage: the data is being collected where it is generated and you can reach the patients directly**



Using laboratory / secondary data:

- With GDPR-compliant research platform
- Data can be used for enhancing studies or independently
- **Advantage: utilization of large and very large amounts of data**

Smart medical devices

Additional data from patients' everyday life with wearables

Social media

Enrollment, surveys

How to implement your project:

Examples from our experience



Pharmacy project

You have a pharmaceutical or medical device and want to gain more detailed knowledge on the use and efficacy with consumers.

Advantages:

- You are closer to the real usage conditions than at a doctor’s office
- Useful if the patients’ opinion is particularly important

Procedure:

Pharmacy is recruited

Participant logs in using QR code and completes questionnaire on their mobile phone, anonymous or pseudonymized participation is possible

3 to 8 questions daily for a week

Participant receives discount coupon and pharmacy receives voucher for completed survey

Within 3 months ~3,000 data sets with real-world data, which can later be evaluated, reported and published.

How to implement your project:

Examples from our experience



Laboratory data collection

You want to quickly collect large amounts of data on a topic of interest to you, for example the state of the collection of defined parameters in different laboratories

Advantages:

- You receive large amounts of data quickly (laboratory values and essential patient data)
- No data protection barriers
- For preparation of projects or as stand-alone project
- Extensive differentiation possible due to large amounts of data (e.g. regions, age groups)
- Suitable for specific research questions in diagnostics (e.g. TBE infections or other tests)

Procedure:

Laboratory is recruited and signs contract

Laboratory receives link for the online survey via e-mail and completes it

On a quarterly basis, the laboratory enters the collected parameters in a standardized file, which is saved on an access-controlled sharepoint

Data is analyzed together in anonymized form

Structured data collection with low barriers and quick implementation

The mentioned study settings can be implemented quickly and efficiently with little regulatory effort. In addition to our expert knowledge in terms of content and our many years of experience, we offer you the advantages or a medium-sized full-service CRO. Furthermore, we cooperate with a market research institute from our group of companies if required − for the best project implementation.

You can count on us – just like various clients from the areas of big pharma, pharma and medical devices already do!

What we offer

- A highly qualified and experienced team
- Independent work in close coordination with the client
- Strict adherence to timelines − we know this is essential
- Willingness to take on new challenges

We look forward to your requests!



Wolfgang Bücherl
Member of the Managing Board /
Senior Project Manager NIS

Phone:
+49 911 92680 – 8934
E-Mail:
wolfgang.buecherl
@winicker-norimed.com



Caroline Sickora
Senior Project Manager NIS

Phone:
+49 911 92680 - 8907
E-Mail:
caroline.sickora
@winicker-norimed.com