ESiOR Oy

From Data to Competitive Advantage
Expert Solutions in Outcomes Research

SHEOR specialist company serving industry, academia, public sector and patient organizations
DATA & EXPERIENCE
Identifying challenges and opportunities

Independent solutions for data:
- Protocols and access
- Finding and collecting
- Management and use

Gain insight into competitive advantage

MODELLING & ANALYSIS
Creating evidence and understanding

Independent solutions for:
- Robust model development
- Credible data analysis
- Efficient reporting

Demonstrate competitive advantage
**KNOWLEDGE MANAGEMENT**

Developing strategies and solutions

Cost-effectiveness, budget impact, risk benefit  
Profiling, subgroups, use cases, concepts  
Effectiveness and cost management  
Benchmarking, bench development  
*Transform insights into competitive advantage*

**EVIDENCE & COMMUNICATION**

Demonstrating competence and value

Publications, presentations, events  
Modelling & communication tools  
Stakeholder engagement  
Consultancy, 2nd opinion  
*Make a difference for competitive advantage*
**Demonstration**

of potential effects and costs associated with a new innovative technology like drug or medical device

**Evaluation**

of new and existing practice including also the effectiveness and costs associated with the technologies in use

**Development**

of strategically wise use of evidence utilizing also business intelligence and knowledge management

**Impact**

of getting the value heard and understood with efficient communication and tools

_A typical HEOR process for innovation_
**Why ESIOR expertise?** From RWD perspective

**Data & experience**
- ~180 public references
- Analyses from various sources and settings
- Experience with Fimea, FPPB and guidelines
- Full market access palette available

**Modelling & analyses**
- Independent data and methods
- International awards, recognitions
- Methods development
- Modelling from scratch if needed

**Knowledge management**
- Key experts with different backgrounds
- Multiple stakeholders involved
- Reforming social and health care
- Simulations, bench development

**Evidence & communication**
- Solid track of publishing, professor included
- Secondary use of data legislation, Isaacus
- Tools development, also patients involved
- Wide clientele
Experience with hybrids: Faster access and price
Easier decisions and sales
More credible evidence
Stakeholder engagement
Supports the reform
Valuable PR...
Thank you!

ESiOR Oy
Tulliportinkatu 2 LT4
FI-70100 Kuopio, Finland
info@esior.fi
www.esior.fi

Erkki Soini, CEO
erkki.soini@esior.fi
+358 400 533 971
linkedin.com/in/erkkisoini

Check our public references:

Erkki Soini  Saku Väätäinen  Mika Karjalainen  Kati Koskinen  Petri Mankinen
+ Taru Hallinen, Janne Martikainen, Satu Tiilikainen...