

TCD OUTCOMES
RESEARCH



COMPANY PROFILE

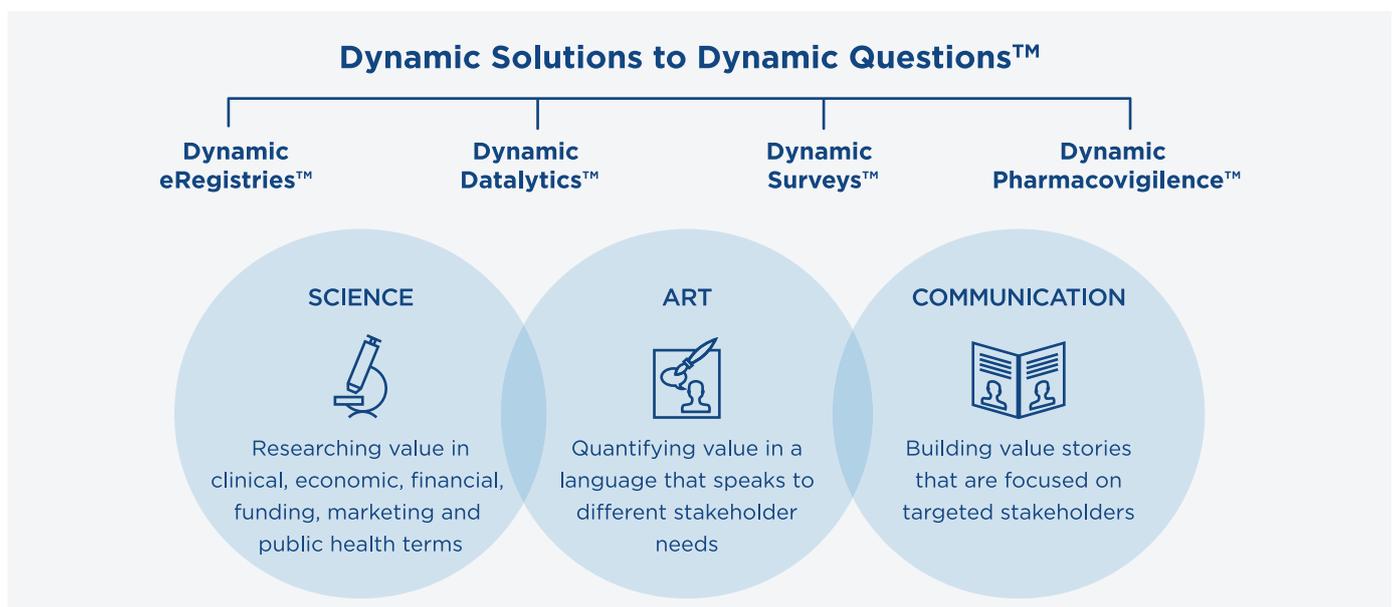


Why is it important to build a portfolio of RWE?

A real world evidence (RWE) portfolio does not only consist of clinical trial evidence (which focuses on efficacy and safety in a controlled environment). A RWE portfolio focuses on effectiveness (does it actually work in the real world?) in your specific market. Your RWE portfolio supports your competitive strategy by advising how you should position your product against competitors to increase your market share and competitive advantage over time. This means taking a strategic view of the competitor landscape and crafting your competitive strategy from that.

Science, Art & Communication: a RWE portfolio geared for market success

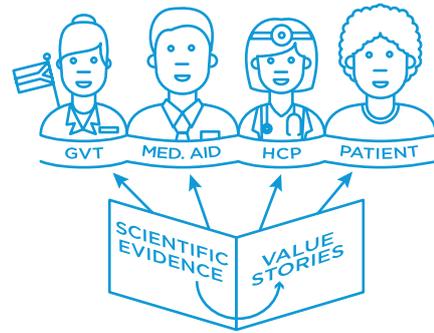
Scientific evidence by itself is insufficient to convince stakeholders of the value of your product. It requires a subtle combination of science, art and communication to convert these abstract concepts into value stories that inspire and motivate. By combining science with art, you can communicate the value of your product in a language that appeals to each of your different stakeholders. We have termed this process as Dynamic Solutions to Dynamic Questions™:





How prepared are you for your product launch?

Investing in outcomes research early in your product life cycle can bridge the gap between R&D and commercialisation. Being proactive and measuring economic metrics earlier can fast track your commercialisation efforts.



Can you convince your stakeholders with value stories to get reimbursement?

Convert your scientific evidence into value stories that effectively communicate the value of your healthcare solutions to your different stakeholders through languages that appeal to each of them.



Is your sales team geared to overcome push-back objections?

Let us partner with your sales team to provide scripted value stories, based on science, that support your stakeholder engagements.



Do you have quality research to support your marketing campaigns?

Gain a competitive edge with relevant market research to support your marketing campaigns. We can provide answers to all your marketing questions to allow you to position and launch your product.



Is your consulting partner dedicated to your P&L objectives?

Your P&L forecasts and results are one of your significant key performance areas. Not only do we have the technical skills to deliver on assignments, but we also have a team of skilled business leaders who can integrate these outputs to contribute towards your P&L commitments.



Are you making use of dynamic electronic registries to track and monitor your data faster and smarter?

Monitor and track patient data through our customised Dynamic eRegistry™ solution to efficiently collect, analyse and interpret real world evidence through an online platform.



Are you innovative in your Investigator Initiated Research (IIR)?

Speed up and simplify your IIR with a high-tech, low-touch electronic platform. The automated platform provides real-time, online data capture capabilities, which means cleaner data, through a secure and user-friendly platform.

Are you making the best use of your big data?

Turn big data into valuable insights through our computational engine with machine learning that offers descriptive, predictive and prescriptive analytics. Obtain Dynamic Datalytics™ and business intelligence (BI) to support your business decision-making.

In a nutshell, we specialise in late phase health outcomes research by studying the real world value of your healthcare solution and its economic and financial impact. When you partner with us you'll receive a skill set on a continuum of your needs, be it market access, medical, clinical, regulatory, sales or marketing. Convert scientific evidence related to efficacy, safety and quality into a market approach that focuses on RWE to communicate the value of your product to your stakeholders. Our various services that support these efforts include:



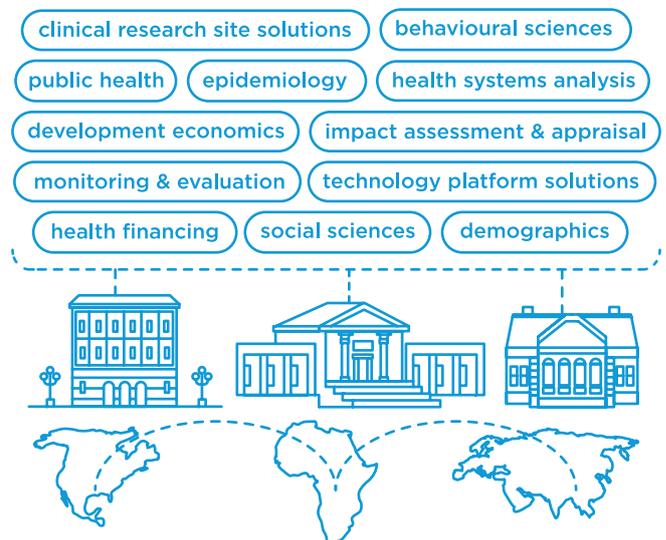
Who is TCD Outcomes Research?

We're not the biggest, but we'll treat you as our biggest!

Adaptable, hungry, focused: robust scientific research solutions with a personal touch, devoted to you and your product portfolio

When you seek a dedicated, local partner in creating a competitive product portfolio of RWE, we offer an adaptable, flexible, customised approach to provide real world research solutions with a personal touch. Our spirited team of talented individuals devote themselves to you by searching for the truth through honest science. Backed by our solid data capabilities and knowledge of the industry, we will provide you with high-quality solutions that ultimately aim to improve the health and well-being of society.

Our core competency revolves around our people, our data capabilities and our robust scientific approach. This is seen in everything we do. We believe in building partnerships: we analyse, adapt and customise our services to suit your ongoing needs. We will put you first, every step of the way, always treating you as our biggest client.

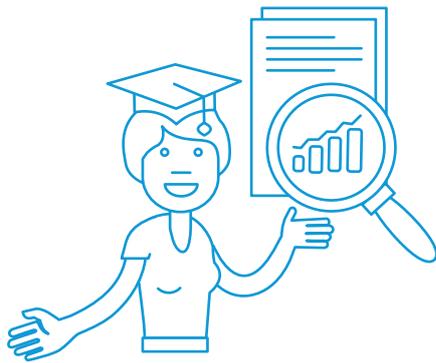


A highly skilled team dedicated to your success

Our dynamic, enthusiastic team is serious about delivering research solutions that put you first. We bring together a vast collection of experts from various different fields, with collective experience in industrialised, middle- and low-income countries.

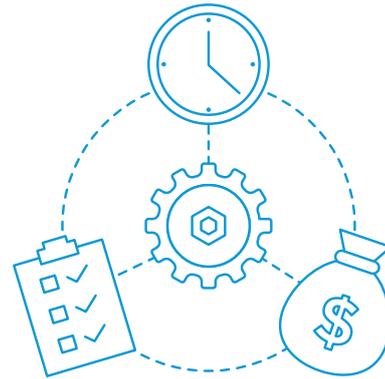
Expert advice - no matter where you are

To help you grow a superior product portfolio, we have a global network of consulting experts in health & research institutions and individual consultants who bring together a broad spectrum of expertise in health, policy, economics, development and operational research.



Scientifically robust research solutions with a personal touch

Our personal approach means that you can talk to us at any time. We will guide you through every step of the process. You will gain a clear understanding of the full potential value of your healthcare technologies supported by a robust scientific approach.



On time, within scope and within budget

Project management is a key component of our commitment to you. To facilitate timeous project completion, all projects are mapped out on a web-based project management tool. This allows you to follow progress, view responsibilities, and engage in all project related communications.

The TCD OR stamp: quality guaranteed

Our project leaders are adept at managing multi-country projects that involve skilled coordination and guidance. To guarantee on-going quality control, each project is carefully strategised and mapped against a defined time-line. For major assignments, an advisory committee of independent experts convenes to provide guidance. No matter how big or small the project, our work guarantees quality.

The TCD OR Tree

We chose the image of a tree to represent us. Why? Because trees benefit humanity in many ways and we aspire to do the same. Our passionate people form the base of our business. We are grounded by common values, which are: passion for people, integrity, robust science, quality and innovation and passion for a sustainable future through a new world company. By holding hands we partner with you to provide a solid foundation for your product portfolio. You can find shelter in our personal approach and peace of mind in our knowledge of the industry. Together we are empowered to base healthcare decisions on what benefits humanity; let our work and actions support this cause!



This symbol is our official stamp and promise of quality.

The rest of the TCD Group

Offering a range of services in clinical research and related disciplines, the TCD Group grew out of Triclinium Clinical Development, a Contract Research Organisation founded in Johannesburg in February 2000 and now headquartered in Centurion, South Africa. The TCD Group aims to offer clients a seamless product development life cycle value chain, from drug discovery to patent expiry. The group's developments include:

TCD CLINICAL DEVELOPMENT

Founded in February 2000, initially as a niche African CRO focused primarily on regulatory and monitoring services, our services broadened with the addition of contract auditing in 2008 followed by integration of previously outsourced medical advisory, clinical data management and biostatistical services, enabling an in-house full-service offering since early 2013.

TCD GLOBAL DATA SERVICES

Recognising the vast reservoir of experience that exists in India, TCD has moved to tap this resource through the establishment of TCD Global Data Services (GDS) in Bangalore. The establishment of our GDS division strategically positions the company favourably to support our clients' growing back-end Data Management needs, in as cost-effective a manner as possible.

TCD eCLINICAL SOLUTIONS

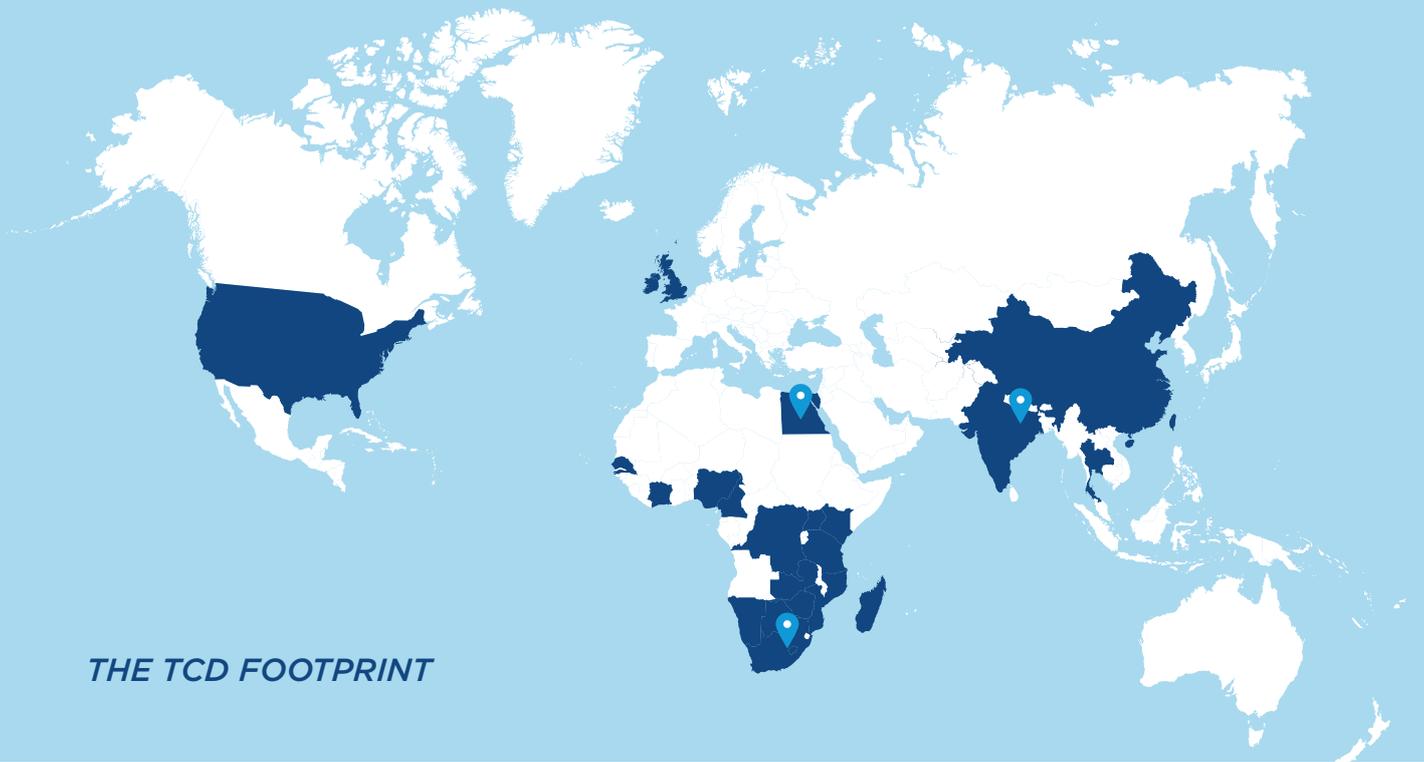
TCD eClinical Solutions, the software development division within the group launched in 2016, provides cost-effective, adaptive and contextually relevant clinical trial technologies tailored for a CRO focused on the developing world. Nukleus™, TCD's in-house Clinical Data Management System offers groundbreaking EDC-only and integrated EDC-EMR solutions which enable a cost-effective, yet quality-enhancing study management approach.

TCD MENA

In line with our global expansion plans, we have recently established a presence in Cairo, Egypt. This enables TCD to provide clinical development services across the Middle East & North Africa (MENA) region, enabling the group to participate in global trials. The strategic focus on the MENA region also allows us access to a large pool of trial-naïve patients.

Get in touch today!

Our head office is located in Pretoria, South Africa, and provides overall logistic, administrative and technical support for our global teams. Additionally, we operate in the Middle East & North Africa (MENA) region with an office in Cairo, Egypt. We also have an office in London, United Kingdom. Continuous contact with in-country consultants, irrespective of a project's geographical location, ensures that all assignments are executed to your satisfaction.



THE TCD FOOTPRINT

CONTACT US

TCD Outcomes Research head office – South Africa

 T: +27 12 664-1622

 outcomes@tcd-global.com

 Ground Floor, Design House,
121 Amkor Road, Centurion,
0157, Gauteng, South Africa

 F: +27 86 537 8517

 PO Box 15775, Lyttelton, 0140,
South Africa

Middle East & North Africa Region (MENA) office

 T: +203 584-4729

 outcomes@tcd-global.com

 8 Loaa Yosry Kamha Street,
Gleem, Alexandria, Egypt

Website or.tcd-global.com

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