

# Mapi Values Asia ... global experience with local insight since 2001

**Mapi Values** – applying real world experience and insight into the major healthcare systems across Asia *to generate targeted evidence appropriate for local markets.*

## Local Experience

- » An established team of outcomes research specialists offering the benefit of regional insight and presence
- » Global expertise tailored to the local setting using pragmatic approaches
- » Experience in: China, Hong Kong, India, Japan, Singapore, South Korea, Taiwan, Thailand, Philippines

## Local Presence

- » Delivering local solutions in Asia since 2001, leading to the establishment of our office in 2007
- » Regular and direct access to all major Asian markets
- » Regional collaborative network of more than 200 affiliated healthcare professionals
- » Tailored solutions for global strategies to optimize local success

## Innovation

- » A cornerstone of the Omnicom Center for Healthcare Innovation in Asia
- » Developing innovative solutions for healthcare markets throughout Asia
- » Focused on creating and communicating the value of healthcare technologies
  - Generating and extending value arguments through medical communication, education and advertising
- » Bringing the best of global practices for unique solutions in Asia

## Evidence Generation

- » Assessing comparative effectiveness using Asian data – extracted from Japanese, Chinese, Korean and English language databases
- » Real world economic and epidemiologic evaluations using local databases
- » Development and adaptation of economic models
- » Development, adaptation and validation of Patient Reported Outcomes (PROs) in Asia
- » Simultaneous development of PROs internationally
- » Burden of illness studies (prospective) to generate the data needed for Asian markets
- » Value dossier development and adaptation

*Strategic insight  
and scientific  
excellence*



## At Mapi Values...

We've been tailoring our global expertise to meet the needs of Asian markets since 2001. Our local team of outcomes research specialists will help you navigate the Asian healthcare systems, supporting you by developing and adapting targeted solutions that deliver results.

Through our network of affiliated healthcare professionals, we can help you develop innovative approaches that really focus on creating and communicating the value of your product for Asian markets.

DELPHI MAPI  
Alliance  
Excellence

For more information please contact Mapi Values:

### Asia

Bruce Crawford, MA, MPH  
Arco Tower 12F, 1-8-1 Shimomeguro,  
Meguro-ku, Tokyo 153-0064, Japan  
Tel: +81(0) 3 5436 2070  
[bruce.crawford@mapivalues.com](mailto:bruce.crawford@mapivalues.com)

### Europe

Jeanni van Loon, MSc  
De Molen 84, 3995 AX Houten,  
Netherlands  
Tel: +31(0) 30 63 697 63  
[jeanni.van.loon@mapivalues.com](mailto:jeanni.van.loon@mapivalues.com)

### USA

Christopher J Evans, PhD, MPH  
133 Portland Street  
Boston, MA 02114, USA  
Tel: +1 617 720 0001  
[chris.evans@mapivalues.com](mailto:chris.evans@mapivalues.com)