Catalysts driving successful decisions in life sciences

Fact Sheet

Why Kantar Health?
Kantar Health is a leading global healthcare consulting firm and trusted advisor to many of the world’s leading pharmaceutical, biotech and medical device and diagnostic companies. It combines evidence-based research capabilities with deep scientific, therapeutic and clinical knowledge, commercial development know-how, and brand and marketing expertise to help clients evaluate opportunities, launch products and maintain brand and market leadership. Our advisory services span three areas critical to bringing new medicines and pharmaceutical products to market – commercial development, clinical strategies and marketing effectiveness.

National Health and Wellness Survey
Patient-Reported Outcomes in Brazil

Kantar Health’s National Health and Wellness Survey (NHWS) is the largest international self-reported patient database in the healthcare industry.

The survey features unsurpassed breadth and depth of rigorous patient-reported data for more than 165 conditions, providing users with:

- Broad market coverage
- Detailed patient information
- Flexible, consistent and reusable survey data

NHWS addresses the limited availability of data on health outcomes in Brazil, the largest market in Latin America, by providing comprehensive insights to address the need for epidemiology data and profiling granular patient segments. These insights support burden of illness, quality of life (QoL), unmet needs and resource utilization on healthcare topics from more than 24,000 total survey respondents.

Data captured by NHWS includes current health status, attitudes to healthcare, lifestyle characteristics and behaviors and patient outcomes among adults 18 or older. The survey also captures information unique to the Brazilian market, including:

- Use of national health insurance (Sistema Único de Saúde)
- Whether patients have paid out-of-pocket for a brand-name medication
- Where patients received their original written prescription
- Socioeconomic level based on classification

Through a consistent methodology, Brazilian data can be compared with data from both established and emerging markets: 5EU, China, Russia, Japan and the US. Clients have used NHWS for:

- Sizing patient segments
- Quantifying leverage points
- Forecasting inputs for patients and Rx
- Message planning to physicians and payers
- Analyzing unmet needs
- Acquisition: Go/no-go decision support
- Creating and validating hypotheses
- Predictive analysis: Finding nonobvious drivers
- Developing publications strategies

Contact Us:
For more information on how the National Health and Wellness Survey can help you get it right the first time in Brazil, please contact nhws@kantarhealth.com.

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Kantar Health Publications in Brazil


Vietri J, Pomerantz D. The burden of asthma in Brazil from the patient’s perspective. ISPOR Annual International Meeting, Washington, DC. June 2012.


NHWS Offers Holistic View of Patient’s Healthcare Experiences and Perspectives