

Last update: July 2022



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Description:

PASAR (PhArmaceutical Strategic Analysis and Research) is a specialty pharmaceutical market research and administration supplier, dedicated to put specialized knowledge into practice. We believe that sustainable growth and dynamism in today's complex healthcare market is a matter of expertise, experience and creativity and as a multi-disciplinary group, we help our clients gain insight into their target market's landscape using unique evidence-based problem-solving methods.

We offer a broad range of services including New Product Development, Market Research, Customer Analysis, Pharmacoeconomic Evaluation, Business Consultation and Educational Services.

For our international partners, we also offer inside information, marketing research and planning for Iran market, its regulatory environment, physicians and patients' behaviors.

We protect the interests of study participants and clients, integrity of data, and confidentiality of all information and communication received through research and client interaction. We also measure each of our services against a strictly-written set of internal standards.

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➤ **Members**

Monireh Afzali	President, Researcher	Pharmacist (PharmD), Pharmacoeconomist (PhD), TUMS.
Soroush Ahmadi	Vice president, Researcher and medical representatives' manager.	Pharmacist (PharmD), MHPE, TUMS.
Manouchehr Bashirinejad	Sells analyzer and Researcher	Pharmacist (PharmD), Pharmacoeconomist (PhD), Candidate, TUMS.
Kimia Niksalehi	Researcher, Content developer	Pharmacy student, TUMS.
Yahya Bayazidi	Researcher	Pharmacoeconomist (PhD), TUMS.
Majid Ajali	Mathematical modeling expert	Power systems modeling, and optimization (PhD), SBU
Amir Reza Mahmoodi	Digital Marketing Expert	Entrepreneurship (PhD), SMU

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➤ Educational program & courses	Pharmaceutical market research	Co-Pharmed Co. 2018	10 hours.
	Pharmaceutical marketing and branding	Co-Pharmed Co. 2018	10 hours.
	Negotiation skills	Co-Pharmed Co. 2018	4 hours.
	Pharmacoeconomy evaluation and modeling	Sandoz & Novartis Oncology. 2019	30 hours.
	New product development	Orkid Pharmed. 2019	18 hours.
	Digital Transformation in Higher Education: Emerging challenges and future opportunities	CINVU. 2020	2 hours.
	Pharmacy management based on GPP	TUMS-Pasarpharma	30 hours.
	Systematic review	Pasarpharma internship. 2021	1 month.
	Sells & Marketing	Pasarpharma internship. 2021	3 months.
Pharmacy management based on GPP	Pasarpharma course. 2022	3 months	

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Projects:

Pharmacoeconomic Evaluation of a new medicine	Nano Alvand	2018	71 pages
Pharmacoeconomic Evaluation of a new medicine	Tachra-Pharmed	2018	71 pages
Market Analysis for Precision Medicine	Translational Precision Medicine Research Institute	2019	Oral Presentation in Pharmacogenomics conference
A Game Theory Analysis of Precision Medicine in Pharmaceutical Market in Iran	Translational Precision Medicine Research Institute	2019	Oral Presentation in Pharmacogenomics conference
KAP Study Analysis of Precision Medicine	Translational Precision Medicine Research Institute	2019	Oral Presentation in Pharmacogenomics conference
Market Analysis for Ophthalmic Products	Pharmazone	2019	30 pages
Business Plan and Feasibility Study for a new Gastrointestinal product	(Confidential)	2019	77 pages
Pharmacoeconomic Evaluation of a new medicine	Ahran Tejarat	2019	52 pages
Investigating the relationship between COVID-19 mortality and health resources utilization in Tehran University of Medical Sciences hospitals	Tehran University of Medical Science	2020	44 pages
Confidential	Sanofi Aventis Group	2020	425 pages
Designing a pharmaceutical supply chain model for COVID-19 management in Iran: a game theory analysis	Tehran University of Medical Science	2020	52 pages

Pharmacoeconomic Evaluation of a new medicine	AryoGen Pharmed	2021	60 pages
Product marketing	Delta darou	2021	Ongoing
Product marketing	Daya darou	2021	Ongoing
Sells forecasting & feasibility study	Persisgene	2021	48 pages
Economic evaluation	Zist Takhmir	2021	85 pages
Behestan pharmaceutical	Complete CTD	2021	Ongoing
Pharmacoeconomic Evaluation of a new medicine	AstraZeneca	2021	100 pages
Pharmacoeconomic Evaluation of a new medicine	AstraZeneca	2022	87 pages
Pharmacoeconomic Evaluation of a new medicine	NanoAlvand	2021	50 pages
Prescription analysis	Abidi	2022	40 pages
Pharmacoeconomic Evaluation for insurance	Afachemi	2022	Ongoing
Pharmacoeconomic Evaluation of a new medicine	AryoGen	2022	Ongoing

