

a Multidisciplinary Group

P_hASAR group

Pharmaceutical Strategic Analysis Research



WWW.
pasarpharma.com

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About Us

P_hASAR group is the pharmaceutical department of PASAR Holding dedicated to put specialized knowledge into market research for medications, supplements, cosmetics and medical equipment. We believe that healthcare industry is a complex and intertwined environment of scientific, technological and economic issues.



Multiple uncertainties make decision-making difficult in this environment and poses game-changing challenges to the industry. The only way to understand better, and overcome these complexities is to use scientific methods of problem-solving, relying on expertise, experience, and creativity. Therefore, by unique professional way of utilizing multidisciplinary knowledge, we help you to gain insight into the pharma market landscape and bring sustainable growth and dynamism to your business.

Our Vision

To become established as the leading pharmaceutical market research and analytics solution provider in the industry. We look forward to expand our services to foreign markets and businesses. Promoting knowledge-based economy in our country as well as enhancing patient access to high-quality medicines is a principal objective.



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Our Mission

To help corporations address their challenges by providing them with insights, creative solutions, and inspiring business strategies. We are committed to assuring the quality of services by creating checkpoints and generating measurable results. We offer you better outcomes, coming from better decision-making, driven by rigorous high-quality evidence-based transformative research to accelerate your innovation journey!



Meet the Expertise





Who We Are

P_hASAR is a multidisciplinary team of experts and creative researchers working together to provide innovative methods to answer the market questions and cover the uncertainty. We believe in co-intelligence and collective wisdom. Our team is coordinated in a friendly atmosphere by Monireh. The full resume of the central members of P_hASAR is available as an appendix.

Dr. Monireh Afzali

President, Researcher

Pharm.D./PhD. in Pharmacoeconomics
and Pharmaceutical Administration

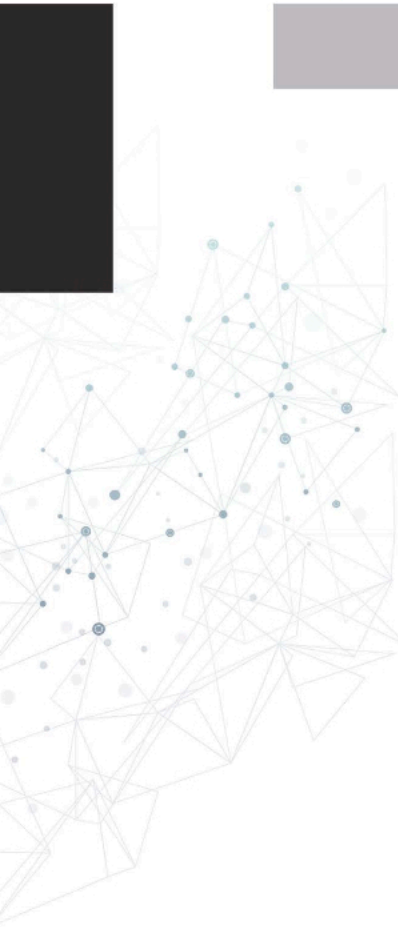
She is an expert in creating and implementing scientific methods for strategic research in the pharmaceutical market. Monireh is proficient in keeping the team members coordinated to lead their creative minds towards the same goals. She has great experience in designing, performing and managing dozens of projects in the field of Pharma. She always attempts to extract significant information from the data by employing critical thinking.



What We Do

At PASAR we are specialists in pharmaceutical market research and modeling. We provide services of the highest quality and the lowest uncertainty.

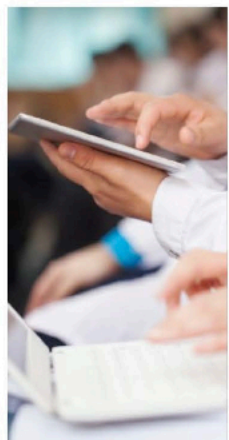
New Product Development



- Market understanding
- Idea generation
- Idea screening
- Idea testing
- Business analysis
- Business development
- Market test
- Product commercialization
- Product life cycle management

Feasibility Study

- Technical feasibility
- Legal feasibility
- Operational feasibility
- Time feasibility
- Financial feasibility



Business Plan

- Context analysis
- Idea analysis
- Technical analysis of ideas
- Risk analysis
- Target market analysis
- Competitors analysis
- Customer analysis



Market Research

- Market behavior analysis
- Market behavior modeling and forecasting
- Market share forecasting
- New product demand forecasting
- Foreign demand forecasting for exportation

Productivity Research of the Pharmaceutical Industry

- Identifying and analysis of strengthening and weakening factors on Productivity
- Designing and implementing productivity models
- Supply Chain Optimization



Services associated with Medical Equipment and Devices

- Consultation on manufacturing or importing hospital equipment
- Feasibility studies for manufacturing or importing medical equipment
- Consultation on registering new equipment into hospital equipment formulary
- Services pricing and Product pricing
- Cost-benefit studies

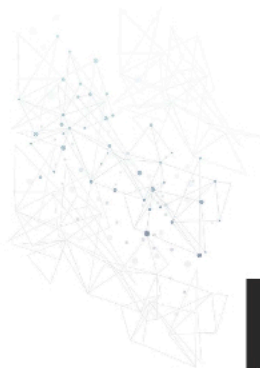


Customer Research

- Customer buying behavior analysis
- Customer loyalty measurement and analysis
- Value creation for customers
- Customer segmentation

Pharmacoeconomic Evaluation Studies

- Cost-benefit analysis
- Cost-utility Analysis
- Cost-effectiveness analysis
- Cost-minimization analysis
- Pharmaceutical pricing
- Survival analysis
- Health-related quality of life study
- Willingness to pay measurement



Consulting Services

- Strategic management consulting
- Economic consulting
- Marketing consulting

Education

- Pharmacoeconomic evaluation
- Marketing and branding
- Market research and market data analysis
- Design thinking workshop
- Productivity in the pharmaceutical industry





Location

No. 47. 10th St. North Amirabad St. Tehran. Iran



Website

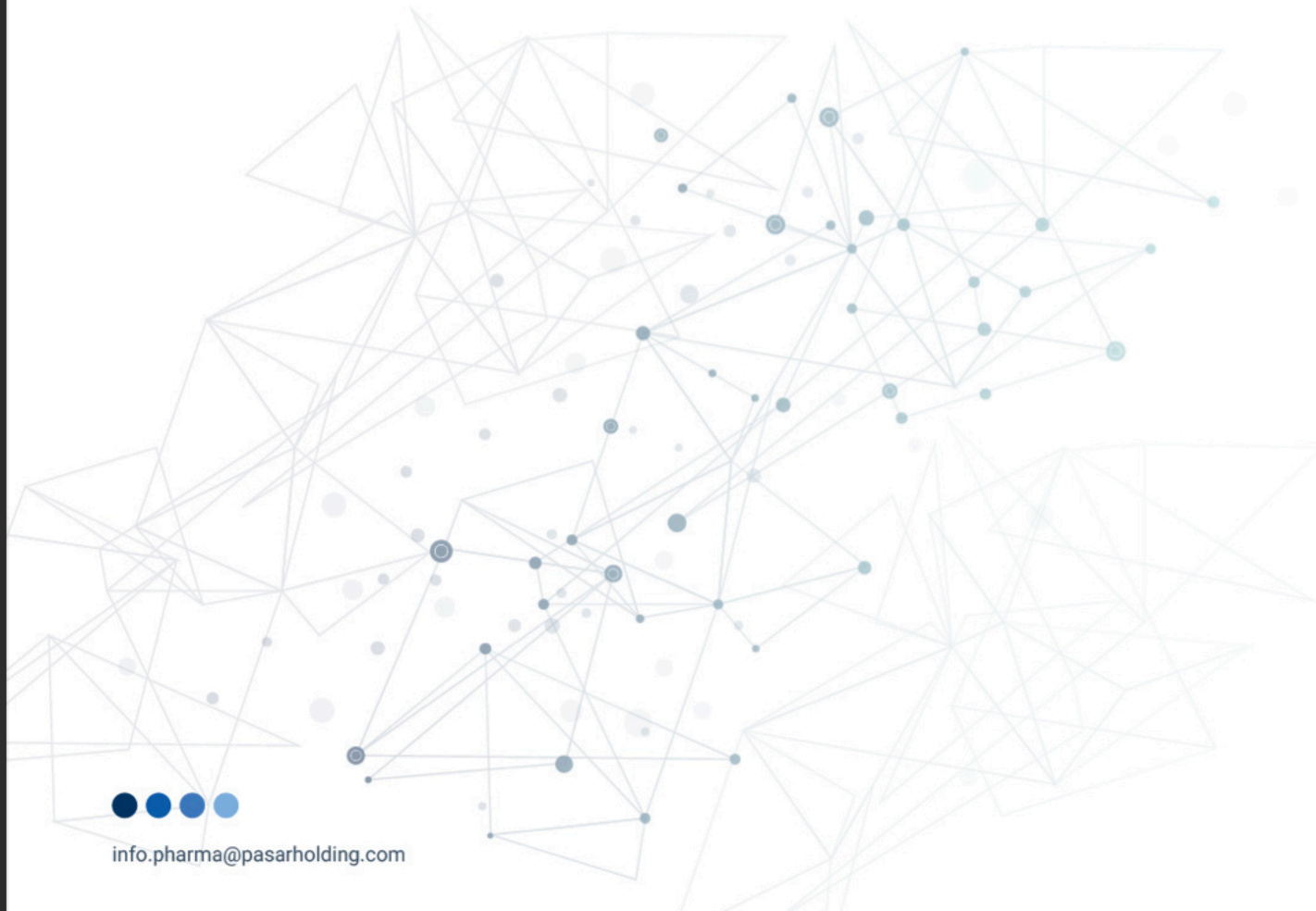
www.pasarpharma.com



Contact Details

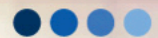
Tel: +989102306755

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**Thank you for the given opportunity to present our credentials
and looking forward to working with you in the future!**





OUR CLIENTS

Below is a sample of the companies we have had the pleasure to work with. The services provided for these clients are varied and include different aspects of market research, pharmacoeconomic evaluation and, education.



Novartis Oncology



Sandoz