

AQUARIUS POPULATION HEALTH

**Transforming health,
for everyone**

About Aquarius

Aquarius Population Health is an independent healthcare consultancy based in London.

Our mission is to generate evidence to inform and support rational decision-making in healthcare.

The experienced multidisciplinary team at Aquarius comes from diverse backgrounds, which helps us understand the demands of each sector, and how to successfully work together. We work to tight commercial timelines, and understand that the world of healthcare is fast-moving – and that the right answers are needed quickly to achieve business goals.



We develop bespoke solutions to address our clients' needs and unique challenges.

We strive to develop close partnerships with our clients, and to deliver true value when exploring their challenges.

Our senior experts work directly with clients from project inception through to final successful delivery.

We aim to:

- Put enhancing people's health and wellbeing at the centre of what we do.
- Support innovation and adoption of healthcare products and services.
- Develop insight from complex data while communicating ideas in a meaningful way to diverse audiences.
- Be flexible and responsive to our clients' evolving needs.
- Use creative approaches in seeking solutions, and always consider the bigger picture and goals.
- Seek collaborations and partnerships to promote the best project outcomes.

Aquarius expertise

The Aquarius team is ready to take on our client's challenges to support their success.

We create highly innovative solutions to generate answers when they are most needed. This means creating compelling evidence throughout a product's lifecycle from idea conception, development and commercialisation, through to increasing market penetration.

We develop the right evidence for our clients to communicate the unmet need for and to demonstrate the health and economic benefits of their products. Our clients' customers can then gain a more comprehensive understanding of the true value of their products, as opposed to focusing solely on the acquisition cost. Our work delivers a clear value narrative supported by robust independent data.

To achieve success, we often combine a blended approach of consultancy and research for our projects. Once we understand the core problem or need, we design a methodology that best answers it. We have five key areas of expertise and offer other support services for epidemiological studies, service evaluation, and clinical research.

AREAS OF EXPERTISE:



ECONOMIC EVALUATION



Compelling economic evidence is essential when bringing a product to market or increasing adoption in a challenging financial landscape.

Payers often aim to either reduce costs or increase their income and profitability whilst under pressure to improve service delivery and patient care – often through using the newest technology, which can be costly. It is more important now than ever to clearly demonstrate the value of a product.

We have conducted economic analyses for investors, Health Technology Assessment submissions, scientific publications, grant-funded projects, business cases, and national tariffs. Results have also been used to inform internal commercial prioritisation and strategy, reimbursement decisions, policy setting, and to raise internal and external awareness with stakeholders. Our team employs rigorous analytical techniques and approaches including economic modelling, statistical analyses, econometrics, dynamic infectious disease modelling, systems thinking, operations research, financial modelling, optimisation, and discrete event models.

INTERACTIVE DECISION TOOLS



Imagine an easy to use application with a powerful analytical engine that communicates your messages brilliantly, and can be used anywhere and on any device.

Economic analyses can lead to complex outputs which can be challenging for non-experts to interpret. We draw on our years of experience and an agile process to create health economic value narratives based on technical and functional needs. Our in-house team distils complex model information using the right language and positioning derived from market insight on how customers think, to ensure accuracy, precision and elegance. Our tools can communicate strong value messages to facilitate stakeholder engagement in a clean, straightforward way.

We can turn any type of model into a powerful tool. These tools can be used for commissioning, sales and marketing, communication and engagement, localising health economic results, exploring uncertainty or producing Health Technology Assessment submissions. We can turn ideas into an intuitive tool complete with branding and messages, to generate insight, influence, and communicate results beautifully.

MARKET EVIDENCE & INSIGHT



How do payers and patients think?
What are the market opportunities
and challenges for products? Can we
find new ways to transform healthcare?

Our team has in-depth experience and a passion for helping gain insight into these and other questions. Insight can bring transformative effects, and evidence can give us the confidence we need to deliver successful outcomes. That is why we often recommend some form of research as an integral part of projects.

We can perform initial desk-based research, as well as qualitative and quantitative research, employing a range of methods including in-depth interviews, focus groups, and surveys. By engaging directly with healthcare professionals, payers, patients and consumers, we can generate insight to support commercial or research strategies. The Aquarius team knows how to communicate efficiently and engage with key stakeholders to answer your questions.

PATHWAY MAPPING & MICRO-COSTING



Understanding how to transform current patient journeys is crucial for assessing new opportunities in healthcare innovation.

We use a bespoke in-house pathway mapping tool to define steps within a pathway, visualise the overall pathway and resources used, and estimate the total costs. We can then predict and compare current pathways with theoretical ‘what-if’ pathways to show how new services and products could impact resource use. The theoretical pathway can be validated in healthcare settings using real world data or through a service evaluation.

Results can also be used to compare patient care and costs between services, for example a national best practice guideline compared to actual practice, or to understand where there may be inequalities in care across geographical regions. Ultimately, these results enable dialogue and communication between stakeholders with different priorities.

MEDICAL WRITING & COMMUNICATION



We have a broad range of in-house skills to communicate with diverse audiences for different purposes.

This includes extensive technical and scientific writing, particularly for peer-reviewed journals, scientific conferences, and grant submissions. We are also able to produce reports, case studies, value summaries, fact sheets, news articles, webinars, workshops, and many others. These documents can be useful both internally for staff or investors, and externally for customers or other key stakeholders.

Our team manages the process smoothly from start to finish to eliminate the stress of publishing. A dedicated Project Manager coordinates with clients and any co-authors to ensure we receive all approvals and required information for successful publication.



DR CHRIS BALL, Founder and CEO, Jupiter Diagnostics

“

Aquarius combines real knowledge about health economics with an understanding of how to produce easy-to-use tools which can support sales. The team was efficient, responsive and fun to work with. I plan to use their services again. ”

DR TONY PAGLIUCA, Clinical and Transplant Director, Chair of DH BMT CRG, and Professor of Stem Cell Transplantation, King's College Hospital NHS Foundation Trust

“

The Aquarius team conducted an analysis of individual patient data from our hospital. They were very proactive and responsive throughout our collaboration, and although we had quite complicated data, they delivered excellent results ending in a peer-reviewed publication. ”

Who we work with

We pride ourselves on the diversity and breadth of our clients and collaborations. From high innovation start-ups to the largest most demanding multi-national companies, the people we work with challenge and excite us.

In-Vitro Diagnostics

Medical Devices

Biopharma

Digital Health

Service Delivery

Industry

Payers and Providers

Universities

Health Charities

Government Agencies

DR TOBY TOWARD, Commercial Strategy, Immunocore

“

I have had the pleasure of working with Aquarius on a number of successful projects and publications. Most recently, their team helped us develop evidence required for a new product, that formed the basis for our future strategy. They worked to very tight timelines and delivered excellent results. Their support and expertise was just what we needed. ”

DR ANNE POSTULKA, Senior Director Medical & Economic Value, Cepheid

“

While perfectly responding to the originally given mission, the Aquarius team painted a comprehensive picture of how healthcare is really delivered currently in Europe. This opened up our minds to new ways of improving patient care. The Aquarius team under Elisabeth's leadership is highly professional, very creative and great fun to work with, without ever taking short cuts. I cannot imagine better results for us. ”

SUMI THAKER, Chief Executive, Momentum Bioscience

“

From the start, Aquarius took a partnering approach towards meeting our project needs ensuring that dialogue was open and directed to solutions. The team quickly used their expertise to construct and validate an economic model that met my timelines and supported my objectives with board members and investors, and I believe, contributed to company progress. ”



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