

LINK Medical and Medaffcon join forces in Real World Evidence (RWE) and Market Access to offer customers full support across the Nordics

OSLO, Norway/ESPOO, Finland May 24, 2021 – LINK Medical, the Northern European clinical research organization (CRO), and Medaffcon Oy, the expert service and research consultancy company based in Finland, announce their collaboration to provide customers with integrated, full-service Real World Evidence (RWE) and Market Access support across all Nordic countries.

RWE is a crucial element in supporting the lifecycle of a pharmaceutical product – facilitating health technology assessments and launch planning, giving complementary information on disease area and patient outcomes, and providing data for market access activities, including decision making or reimbursements.

The Nordic countries are known for their high quality and open data registries, including fully digitized health registries and data lakes. Increasingly, RWE is being utilized in the pharmaceutical industry as a cost-effective method to complement clinical studies and it is becoming ever more important to decision-making in health care.

LINK Medical and Medaffcon's partnership will offer customers extensive experience in RWE and Market access to all the Nordic countries, providing a full-service offering to their customers, including full-scale RWE studies, single technology assessments, pricing assistance, and strategic advice. This will enable their customers to increase the value of their products across all the Nordic countries throughout the whole product lifecycle.

LINK Medical's RWE and Market Access department has experience and presence in Norway, Denmark, and Sweden while Medaffcon is based in Finland, and has experience throughout the Nordics. The collaboration will establish a local presence in Finland for LINK Medical, and a stronger Nordic offering for Medaffcon.

Ola Gudmundsen, CEO at LINK Medical, says: *"The collaboration with Medaffcon will expand our RWE and Market Access presence throughout the whole of the Nordics. This will increase the relevance and value of our service for RWE projects and provide us with access to further reliable data to support our studies. With this partnership, our team at LINK Medical will be able to support the whole Nordic region from one source. Medaffcon aligns perfectly with our Scandinavian values of respect, integrity, and collaboration, and we look forward to a productive partnership."*

Mariann Lassenius, RWE Lead at Medaffcon, continues: *"We are excited to collaborate with LINK Medical and expand our RWE services across the Nordics, facilitating our customers with local knowledge and expertise. Through this collaboration we are able to provide more robust and comprehensive data to our customers to facilitate their evidence generation, access strategies and operations"*.

"This partnership provides our customers with a single point of contact for operating in all Nordic countries and enables us to offer the best solutions to support their product's market access and success", says Tatu Sainio, HE & Access Lead at Medaffcon.

Notes to the Editor

About Medaffcon

Medaffcon is an RWE, Market Access and Medical Affairs partner at the forefront of health data research, employing 35 experts. With strong expertise within real world evidence, data science and the evaluation of cost-effectiveness, and an ability to combine market access and medical expertise to create new innovative studies, Medaffcon provides customers with guidance to market success in the pharmaceutical/medical device industries and healthcare.

For further information on Medaffcon, visit www.medaffcon.fi/en/

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About LINK Medical

LINK Medical is a full-service contract research organization (CRO) providing product development services for the pharmaceutical and medical device industries across Northern Europe. We offer a well-integrated local presence in the Nordics, UK, and Germany. Reaching from early phase development to post-marketing, we have over 200 employees providing expert guidance across every aspect of a project – all from ONE source. Our promise is to improve and accelerate your product development through transformative methods, active communication, and optimal solutions. As a strategic partner, we provide expert competence and technology to enable evidence-based decision-making that supports the delivery of superior clinical outcomes.

For further information on LINK Medical visit www.LINKMedical.eu

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