



**Last update: June 2021**

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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),<br>Pharmacoeconomist (PhD),<br>TUMS.           |
| Soroush Ahmadi        | Vice president,<br>Researcher and medical<br>representatives' manager. | Pharmacist (PharmD),<br>MHPE, TUMS.                                 |
| Sahar Sahafi          | Sells analyzer and<br>Researcher                                       | Pharmacist (PharmD),<br>Pharmacoeconomist (PhD),<br>Candidate, SBU. |
| Yahya Bayazidi        | Researcher   | Pharmacoeconomist (PhD),<br>TUMS.                                   |
| Majid Ajali           | Mathematical modeling expert   | Power systems modeling,<br>and optimization (PhD), SBU              |
| Amir Reza<br>Mahmoodi | Digital Marketing Expert   | Entrepreneurship (PhD), SMU   |

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|  |  |                                  |           |
|--|--|----------------------------------|-----------|
| ➤ <b>Educational program &amp; courses</b> | 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.  |

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**Projects:**

|   |   |      |  |
|---|---|------|--|
| Macitentan pharmacoeconomic evaluation, Budget Impact Analysis, and registration in IDL   | Nano Alvand   | 2018 | 71 pages   |
| Pharmacoeconomic Evaluation and Budget Impact Analysis in Antibiotics field   | 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 and Budget Impact Analysis in ICU management  | 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 | Ongoing  |
| Behestan pharmaceutical                       | Complete CTD    | 2021 | Ongoing  |

