



## Core Competencies

Founded in 2020, Integrity Life LLC is doing business as Integrity Analytics. Integrity Analytics delivers data-driven insights and real-world evidence to help pharmaceutical and healthcare clients optimize outcomes and meet regulatory requirements, specializing in HEOR, Data Science, Market Access, RWE, and proposal writing.

- Improve strategic decisions, crafting Data Science and Analytics solutions, utilizing big data, ML, AI, and predictive modeling.
- Develop and implement data integration, mining, visualization, and real-time analytics.
- Comprehensive market access and pricing strategies, including value proposition development, pricing optimization, payer engagement, and health technology assessment (HTA) submissions.
- Develop and implement RWE and Evidence Synthesis, leveraging expertise in systematic literature reviews, meta-analyses, retrospective database analyses, and observational studies.

## Differentiators

- Team of seasoned professionals with extensive experience in HEOR, RWE, and data science, powered by A.I. and M.L.
- Successfully executing projects for a diverse clientele. Reducing HEOR, RWE, and Data analytics project cost by 15%.
- Approach centered on customized solutions tailored to each client's unique needs. While reducing time to HTA approval by 20% for a medical device client.
- Adhere to rigorous methodologies and the highest quality standards to guarantee the accuracy, reliability, and validity.
- Frequent collaborations with local stakeholders and State agencies.

## Company Data

- **Integrity Life LLC operates** as Integrity Analytics, focusing on providing specialized consulting services in the healthcare sector.
- **Structured** to deliver expertise in HEOR, RWE, and Data Science.
- **Leadership** includes Dr. Sanogo, the Founder and Managing Director, and Dr. Al Mutairi, the Co-Founder and Managing Associate Director.
- **Leadership team** brings significant experience in HEOR, RWE, data science, healthcare, and pharmacy, ensuring a strong foundation for the company's service offerings.

## Past Performance

- Supported a top 10 pharmaceutical company with pricing strategy development across three therapeutic areas.
- Dr. Sanogo's contributions can be reviewed via his Google Scholar profile, demonstrating his expertise in the field.
- Dr. Almutairi's scholarly work is also accessible through Google Scholar, highlighting her experience.
- These publications serve as a testament to the depth of knowledge and analytical rigor applied by Integrity Analytics in previous projects.
- Firm's commitment to generating robust, actionable insights is reflected in the quality and impact of these scholarly contributions.

## List of Pertinent Codes & Data

- **Integrity Analytics** operates within the healthcare and pharmaceutical consulting domain, providing services related to HEOR, RWE, and Data Science.
- **Pertinent keywords** associated with our services include Predictive Analytics, Market Access, Economic Modeling, Evidence Synthesis, Pricing Strategy, Machine Learning, and Artificial Intelligence.
- **Expertise** is relevant to the Healthcare & Pharmaceutical Industries as well as governments and involves activities such as Market Research, Modeling and Simulation, Consulting, and Proposal Development.
- **Codes** reflect the specialized nature of the consulting services and their applicability to government healthcare initiatives. (see below)

### List of Codes

- **NAICS Codes:**
  - 541720 – Economic research and development services
  - 541511 – Custom Computer Programming Services
  - 541519 – Other Computer-Related Services
  - 541611 – Administrative Management and General Management Consulting Services
  - 541618 – Other Management Consulting Services
- **PSC Codes:**
  - AE – Economic Growth/Productivity R&D
  - B507 – Economic Studies
  - D303 – ADP Data Entry Services
  - D311 – ADP Data Conversion Services
  - R702 – Data Collection Services
- **CAGE Code:** 01AY5
- **UEI:** W5LBHJ6MBNL3
- **Certification:** FL MBE

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