

## LINK Medical strengthens its stand-out Real World Evidence (RWE) department with a uniquely qualified expert, Maria Hortlund.

LINK Medical is pleased to announce that Maria Hortlund joins the Market Access team as a RWE Manager. Maria has over 15 years' experience within RWE in the Nordics. She holds a PhD in Epidemiology and brings extensive knowledge of RWE-studies, from study concept to final report. She joins LINK Medical from the Karolinska institute where she has had experience with national health registries, hospital data and biobanks in the Nordics and published 25 peer reviewed papers on cervical cancer screening.



RWE is the evidence obtained from real-world observational data generated during routine clinical practice and obtained outside randomized control trials. RWE complements clinical studies to show the real life safety and effectiveness of a drug and the need for innovation in a health technology assessment setting. It is an increasingly important tool for demonstrating benefits, risks, and value in a health economic perspective of new or established pharmaceuticals and medical devices. RWE may provide information that can change treatment guidelines and clinical or regulatory decisions.

LINK Medical stands out amongst CROs in having a Real World Evidence/Market access department as a part of our full-service solution - a unique strength in our wide range of services.

The kinds of RWE studies that have been carried out at LINK Medical are extractions of aggregated data on patient population and drug use that have provided valuable insights into marketing and budget impact models, which has been used in decision making.

Larger RWE studies have been done on the lack of treatment options in a specific patient population, providing information on the need for new and effective treatment options. Retrospective studies have been performed on the safety concerns of a drug and collection of aggregated data on drug adherence.

### **Beate Bjørnstad Løkke, Director of Market Access says:**

*"We are extremely pleased to be able to welcome Maria Hortlund to our team and look forward to benefiting from her both broad and deep understanding of RWE studies. Our team has extensive knowledge of RWE in Norway. Maria Hortlund now adds experience in Sweden, as well as Denmark and Norway. With Maria now joining us, our team can truly boast of providing our customers with a powerful addition to our broad scope of services that all contribute to reaching the market more efficiently."*

*"I'm very happy to be joining the LINK family and being part of a larger group that can offer so much different expertise on aspects of clinical trials. At the same time, I can continue to develop my own specialty as RWE becomes more and more important." says Maria Hortlund*



## 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 provide expert guidance across every aspect of a project – all from ONE source. As a strategic partner, we provide expert competence and technology to enable evidence-based decision-making that support the delivery of superior clinical outcomes.

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