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**QUEEN'S AWARDS**  
 for *Enterprise*  
*magazine*



THE QUEEN'S AWARD  
 FOR ENTERPRISE IN  
 INTERNATIONAL TRADE

## Valid Insight

**VALID INSIGHT, a specialist global market access consultancy, established just three years ago, is celebrating achieving The Queen's Award for Enterprise in International Trade.**

Valid Insight provides expert consultancy services that help guide clients in the pharmaceutical, biotech and medical device industry to global market access success.

Since being established in 2016, the company has grown exponentially, with its international client base and sales expanding by almost 800%.

The accolade is in recognition of the outstanding success of the company's growth strategy. In particular, following its work with client firms across Europe, the US and Japan, each involved in the development and commercialisation of medical treatments, diagnostics and devices across multiple therapy areas.

The company is now firmly established as a major brand in the market – and one that is used by leading pharmaceutical companies worldwide.

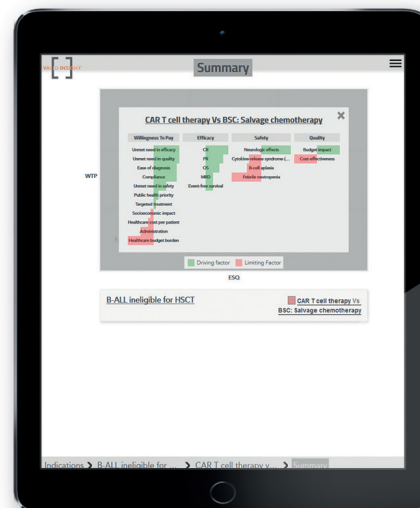
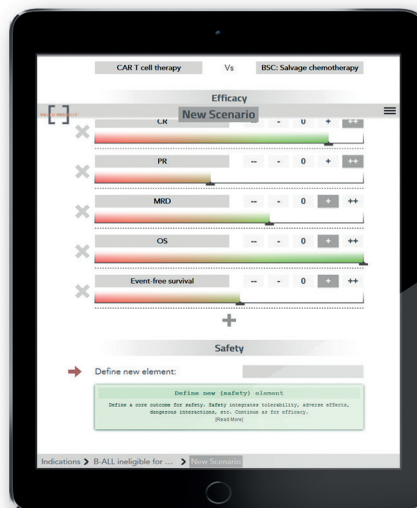
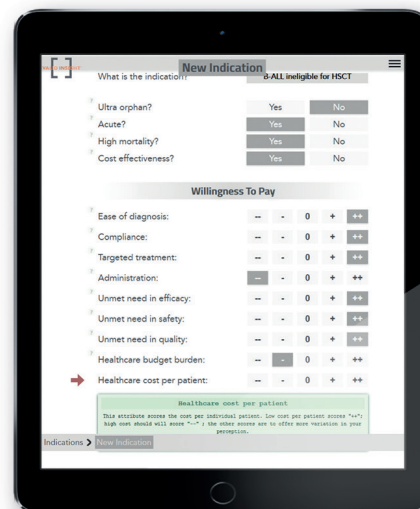
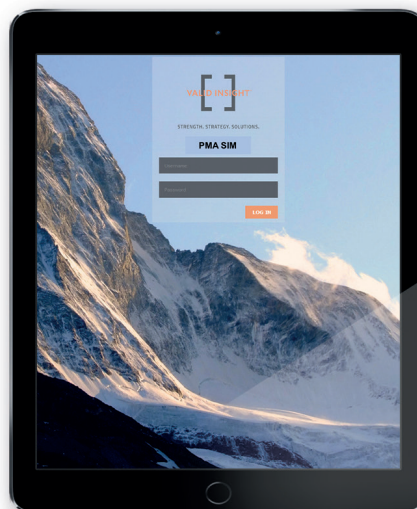
Valid Insight's Founder and Managing Director, Steve Bradshaw, says: "We are honoured to receive the Queen's Award for Enterprise in International Trade.

"We compete against a strong set of consultancy firms on a global level, and to win this award means that what we are doing is world class".

As a field-based enterprise, Valid Insight is free from any geographical limitations that restrict some of its competitors. The company benefits from being able to select the best staff to provide local support, in a global operation. On top of this, services are supported by world-leading experts with decades of market access, medical and commercial experience.

Steve adds: "Our flexible approach has achieved trusted partner status and repeat business with many top pharmaceutical, biotech and medical device companies worldwide. Our success is testament to the strength of our culture, the quality of our people, and their commitment to fostering strong client relationships. I would like to thank our team for all their help in our recent achievements."

Valid Insight's global network of opinion leaders, payers and expert consultants provides the pharmaceutical and life sciences industry with strategic insight and tools to assist with difficult decision making, in often complex and uncertain marketplaces. The team at Valid Insight has extensive experience



Valid Insight's innovative pricing and market access simulator app

helping companies commercialise their medicinal products in all key global markets. They are renowned by top pharmaceutical clients for their hands-on, senior-led, pragmatic approach that produces concrete results throughout the entire life cycle of medical product development and commercialisation.

Valid Insight has also developed an app that allows companies to understand product market access and price potential early on, plus determine the focus of development and investment to bring optimal value at launch.

In only three years, Valid Insight has built a catalogue of pricing data on nearly 400,000 medicines over 38 markets; marketing authorisation insights for more than one million medicines; and has a proprietary network of over 1,500 payers, payer/HTA advisors and clinical key opinion leaders, covering all major and emerging markets.

Steve concludes: "To win the Queen's Award strengthens our reputation as a leader in the field and we look forward to an exciting future."

### VALID INSIGHT

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Some of the Valid Insight team fundraising for the charity Leuka