



#PATIENTEMPOWERMENT  
#REALWORLDEVIDENCE  
#PATIENTENGAGEMENT

## VALUE FOR CLIENT

Our customers are top pharmaceutical companies operating worldwide. Vik provides you with a direct access to your targeted patient population in order to better understand their needs and requirements. Vik collects direct-to-patients real-world insights.

## BUSINESS CASE

Top pharma wanted to build a robust beyond-the-pill strategy to support patients daily. Wefight has been selected among a number of providers to develop a fit-for-purpose patient empowerment solution.

## VALUE FOR USER

Vik supports and empowers patients with cancer and chronic diseases through their journey. Vik provides patients with the right information at the right timing, 24/7.

## INSIGHTS

Vik collects patient generated health data (PGHD) and direct-to-patients real-world evidence including quality of life data and patient reported outcomes.

## TRANSFORMING PATIENT ENGAGEMENT WITH VIK

By sponsoring the development of Vik in one of their key strategic indications, the top pharma company is now recognized as an innovative leader when it comes to patient engagement. The top pharma company is also able to better identify its targeted patient population needs and requirements and develop fit-for-purpose medico-marketing strategies.

### DATE OF CREATION

2017

### GEOGRAPHIC COVERAGE

Vik is available in 5 countries including France, Germany, Italy, Spain and Canada.

### HQ LOCALIZATION

Montpellier, France

### FOUNDERS

Benoît Brouard (CEO)  
Pierre Nectoux (CTO)

### FUNDINGS

Seed-funded, 1,8M€

### INVESTORS

Investir &+ ; Angels Santé ; BADGE Business Angels des Grandes Ecoles ; MELIES Business Angels