

HMR and Redslim collaborate to accelerate insights for CHC industry

Lisboa, Portugal, [23rd of July, 2025]: HMR, a market data, research and consulting company for the health sector has today announced a strategic partnership with Redslim, a leading data management company. This collaboration will bring Redslim`s in-depth healthcare knowledge to life, empowering healthcare and pharmaceutical companies with actionable insights and informed decision-making.

In today`s fast-paced healthcare landscape, there's a growing need to accelerate decision-making and improve agility to keep pace with evolving consumer and patient needs. Teams increasingly rely on timely insights with a consistent view to spot trends, optimize campaign planning, and respond timely, which ultimately aims to enhance their competitiveness and return on investment.

HMR gathers daily transactions at pharmacies and manages an extensive pharmacy panel in Portugal with ~90% coverage. Hospital data is also a strategic panel proving clients not only the consumptions but also the patient journey. Its services help companies gain extensive knowledge and insights in the Healthcare sector, providing them with a better understanding of the sector and the stakeholders, with tools to understand healthcare market performance and analyze prescription and patient behaviors.

Redslim manages critical market measurement data from different sources, transforming, harmonizing and integrating into ready-to-use data sets. Its solutions help businesses identify growth opportunities, refine marketing strategies, and streamline operations for long-lasting impact.

Through this collaboration, the healthcare industry will benefit from the combined strengths of HMR`s extensive healthcare expertise and Redslim`s BI solution SPRINT. Through SPRINT, an intuitive online user interface, analysts and marketers are equipped with insights to quickly gain a consistent view of market performance and its underlying drivers, transforming complex data into clear insights. The partnership helps businesses uncover hidden trends in consumer and patient behavior, monitor pharmacy and hospital dynamics, stay relevant with localized insights, and align sales and marketing strategy with real-world demand.

Pedro Gomes, Commercial Director at HMR referred: “Partnering with Redslim strengthens our ability to quickly transform the most thorough healthcare database in Portugal into precise, actionable insights. Their expertise in data harmonization and visualization enables us to elevate the value we deliver to clients, supporting sharper decisions across pharmacy and hospital channels. Together, we empower healthcare stakeholders to stay ahead of market trends with clarity and confidence.”

“As healthcare companies including pharmacies face increasing pressure to meet evolving customer needs, access to harmonized data with speed becomes essential.” commented Domenico Tudisco, Business Intelligence and Activation Lead at Redslim. “Our solutions help our partners automate and access data through an intuitive experience, making it easier for them to spot trends and deliver impactful recommendations.”

About Redslim

Redslim streamlines data management for teams faced with the request to leverage fragmented datasets for critical decision making. Specialized in data engineering, harmonization and BI, their teams manage data from over 50 agencies and covering more than 55 countries. Their technology-enabled services optimize data consumption for more than 30 global organizations. Active for more than 10 years, Redslim is constantly innovating their solutions to always meet the evolving needs of their clients and data partners.

Learn more at www.redslim.net and follow Redslim on [LinkedIn](#).