



parexel®

Using real-world evidence
to help your product succeed

Real-world Data



>>> We'll help you unlock the potential of real-world data

In today's healthcare paradigm, real-world data (RWD) holds tremendous promise for biopharmaceutical companies as a key aspect of drug development initiatives. Drugs developed using RWD are more likely to launch, and innovative studies that harness RWD are helping to demonstrate value to patients and payers alike, reducing development costs and boosting trial recruitment.

Let us show you how our experience of leveraging RWD/real-world evidence (RWE) can help your product launch succeed.

With Heart

>>> First things first: how are we defining real-world data and real-world evidence?

Technology advances at a breakneck speed, and there is an enormous variety of data types. So it's not surprising that terms such as RWD and RWE are open to interpretation within the industry. A 2018 report, *The Innovation Imperative: The Future of Drug Development* from the Economist Intelligence Unit (EIU)¹, commissioned by Parexel, offers useful definitions of the two:

Real-world data

RWD is data collected from various sources outside a typical clinical research setting, such as a randomized clinical trial (RCT). Essentially, these data are a by-product of the patient's experience during

their journey through the disease. Data can include electronic health records, pharmacy or payer claims data, product and disease registries, observational studies and patient-reported outcomes, as well as data gathered through personal devices and health applications, such as social media and wearables.

Real-world evidence

RWE is generated according to an analytical plan and interpreted accordingly, essentially transforming the data into meaningful evidence. This data can be used to generate insights about a product's effectiveness.

1. The Innovation Imperative: The Future of Drug Development, Part I: Research Methods and Findings, The Economist Intelligence Unit, 2018.



Your Journey. Our Mission.®

»»» We're always available
for a conversation

To learn more about our Adaptive and Flexible Trial designs,
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