Reality Medicine: How Payers, Regulators And Pharma Are Working With Real-World Data

Description:  Real-world data (RWD) is creating an entirely new dimension to the evidence base for medicines that will be a critical component in how healthcare dollars are spent. Payers, regulators and pharma companies are therefore all on the same steep learning curve to make sense of the tsunami of data that is being collected from different sources that use different coding systems and are based on different medical protocols.

This new report highlights how these various stakeholders are working with RWD, the limitations they all face and how pharma companies can deploy the most effective commercial strategies and scientific methodologies to best protect their brands.

It is aimed primarily at the commercial side of pharma organisations, at brand managers and marketing people who are tasked with presenting their products in the best possible light yet are often excluded from the conversation on RWD because of their lack of technical expertise.

This report helps them contribute to this conversation by knowing how data is obtained, where the strengths and weaknesses of various datasets lie and, critically, how more complex and expensive methodologies are not always the most appropriate. It shows what is being done by the medical, payer and regulatory communities to improve the connectivity of data and provides some perspective on what can be realistically achieved now and in the future.

In short, it cuts through the hype to help the best commercial minds contribute to RWD strategies that are not only effective but also abide by the same economic rules that apply to everyone else.

Who should buy this report?
- Brand / franchise managers
- Marketing managers
- Medical / public affairs

What does the report provide?
- An overview of how payers, regulators and pharma are using RWD
- Evidence on which countries are deploying RWD most effectively to target market access studies most effectively
- Regulator perspective on adaptive licensing in Europe
- A realistic appraisal of what can be achieved with RWD
- Basic primer on RWD to help more pharma people enter the conversation on how RWD is impacting the business
- Clear guidance on the urgent need to build bridges between commercial and R&D sides of the organisation

Contents:  Foreword

Executive Summary

Interviewees, Figures and Tables

Chapter 1: Why RWD matters to pharma
1.1 Moving into the outcomes business
1.2 The drivers for working with RWD
1.3 Obstacles to working with RWD

Chapter 2: How to enter the RWD conversation
2.1 New organisational structures required
2.2 New thinking required
2.3 Beware the hype
2.4 Keep it simple
2.5 Low confidence
2.6 Urgent need for perspective

Chapter 3: Know the RWD basics
3.1 An explosion of data sources
3.1.1 Administrative data held by insurance companies
3.1.2 National EHR databases
3.2 Filling the data gaps
3.3.1 Registries
3.2.2 Pragmatic trials
3.2.3 Case study: GlaxoSmithKline’s Salford lung study
3.2.4 Bespoke patient research
3.3 Solidifying the infrastructures for working with RWD
3.3.1 EU PARENT initiative
3.3.2 EU GetReal project
3.3.3 Massive efforts to link data
3.3.3 Effects of Obamacare

Chapter 4: Focus on payers
4.1 Focus on countries implementing RWD capabilities
4.2 Registries to restrict access
4.3 Devil resides in the local detail
4.4 RWD application by therapeutic area

Chapter 5: Shifts in regulatory thinking
5.1 Adaptive licensing in the EU
5.2 Sentinel Initiative in the US

Chapter 6: Collaboration
6.1 Proliferation of partnerships
6.2 Return on investment

Chapter 7: Conclusions

Key takeaways

Acknowledgements

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