What is RWD?

Claims / admin data

Electronic health records

Omics data (inc. genomics etc.)

Drug data (e.g. pharmacovigilance)

Social media

Mobile apps, telemedicine & sensor data

Social & behavioural insights

What is RWD used for?



To support identification of promising compounds, investigation of the genome & smarter clinical trials



To measure the value of cancer interventions beyond that provided to patients & health systems



o understand the context of the disease & patient populations



To offer insight into QoL(inc. PROs), covering aspects of care beyond



To provide a mechanism for flexible pricing, based on use, indication and/ or outcomes

atment patterns



To understand real-world usage of anti-cancer treatments, including by patient group, line of therapy &

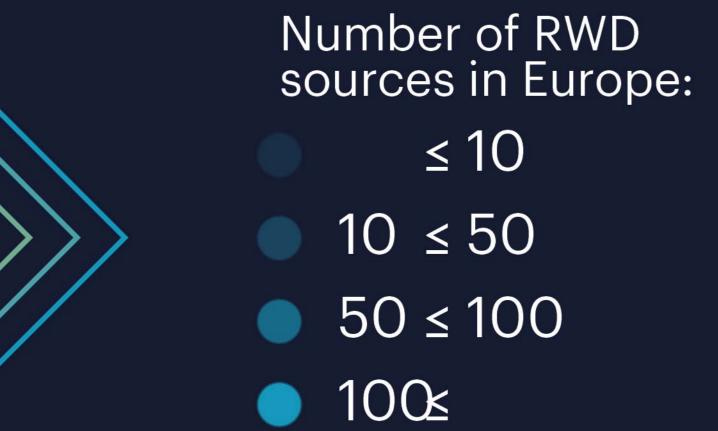


al-world clinical value

To measure the delivery of cancer interventions' clinical promise in a real-world setting

clinical outcomes





Large scale 👝

Facilitated __.

networks

Electronic

medical records

clinical registries

Admin / claims ___



Focus of oncology RWD sources, by TA

1,107 entries**

breast cancer; prostate cancer; leukaemia; colorectal cancer; lung cancer;

bladder cancer; brain cancer; myelofibrosis; melanoma; kidney cancer

Most common single cancer sources:

Multi-cancer:

Cancers and other TAs:

How well can we use RWD and why?

Leading

Lagging









Oncology Real-World Data





- Governance & data access

in Europe





- Disease complexity
- System infrastructure
- Data definitions & standards
- Data processing & linkage
- Quality & consistency assurance

European health strategies & approaches

Commercial incentives & interests

Human capital & capabilities

• National-level health strategies & approaches





- Public & patient mindset
- HCP mindset



Improve access

To improve access to existing datasets or allow their interrogation







To incorporate existing datasets into a







Collect new data types

often via novel approaches

To standardise how data is collected s that datasets are comparable

collect data that does not yet exist,















- Develop a patient data donation
- Inform reflection on patient consent processes & forms



Innovators & Big Tech

- Improve understanding & use of technology to support health data
- Build awareness of data science as a core R&D & health skill

EHR=electronic health record; EU=European Union; GDPR=General Data Protection Regulation; HCP=healthcare professional; PRO=patient-reported outcome; PV=pharmacovigilance; QoL=quality of life; R&D=research & development; RWD=real-world data; TA=therapy area



- Address GDPR locally to ensure use of health data
- Create an environment that fosters scalability & long-term funding
- Develop alignment on EU & national grants for health data



Researchers & academia

- Collaborate to convey the importance of linkage & define standards to do so
- Develop & share best-practice privacy protocols
- Build a platform that collects & enables the sharing of raw, anony mised data



HCPs & regulatory

- Foster the continuous collaboration of cancer experts, researchers & data experts
- Advocate the need for & methods to incentivise high-quality data capture
- Create an independent body to support regulatory-compliant data

*Data sources used in analysis are those captured within the IQVIA RWD catalogue (>1100); does not account for size of database nor country population; **Entries reflect sources listed in the IQVIA RWD catalogue

Sources

of oncology

RWD

Academic registries

--- Partnerships

Source: IQVIA RWD Catalogue & IQVIA research; RAND. 'Understanding value in health data ecosystems' (2017); Cancer Atlas; WHO. 'Global eHealth survey' (2015); European Commission. 'Overview of national laws on EHR' (2013); OECD. 'Strengthening Health literacy' and 'Data protection'; Taylor Wessing. 'Global data protection guide', access Mar 2018; expert interviews; A.T. Kearney analysis This research has been conducted by A.T. Kearney and IQVIA. It has been funded by EFPIA and does not constitute an EFPIA position on health data in oncology