Real World Data Capabilities: Benchmarking pharma companies

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Abstracts

Is Real World Data giving your market access the power charge it needs?

Real World Data (RWD) and Real World Evidence (RWE) are gaining traction across the industry. The front runners are already exploring new ways to collect and use data within their market access strategies and, for some, this is proving an effective way to 'tip the balance' from a no to a yes with target agencies. How well is pharma leveraging the data advantage? And how should companies benchmark their own RWD activities against the best of the rest?

Report Overview

Seven senior pharmaceutical company decision-makers currently working in Real World Data and Real World Evidence were all interviewed in depth. RWD Benchmarking Capabilities details their perspectives on the use of RWD and RWE for market access now and in the future, including opinions on who is leading the field and why.

Report Features

Overview of the definitions and types of Real World Data, who is generating it, how it is being used successfully and the challenges being overcome.

How Real World Data and Real World Evidence can improve performance within patient-centric strategies and outcomes-based contracts.

The key issues regarding the effective use of Real World Data for market access including core requirements and limitations.

Assessment of market activity including company profiles of the current Real World Data 'movers and shakers' as well as case studies and who to watch.

New ideas on how to benchmark Real World Data activities, effective planning and analysis, and future trends to prepare for.

Key Benefits

Assess how your current data strategy stacks up: How do your Real World Data activities compare to other pharmaceutical companies? What do the data leaders have in common? How can you benchmark your market access data strategy?

Understand more about the opportunities and threats: Just how important is social media? Which data sources are others already mining? What concerns exist regarding data quality, cost, and patient protection?

Invigorate your strategy with new ideas and approaches: Avoid being overwhelmed by the enormity of the data task and gain greater clarity on the specific strategies and actions that have the most impact.

Shape your long-term plans and data investments: Gain the insight and evidence needed to build a business plan to evolve and enhance your Real World Data strategy.

Why is Real World Data such a pressing issue today?

At the heart of the Real World Data revolution is the issue of control. Pharma companies used to be in the driving seat when it came to the data produced from trials and studies of their drugs. But now the floodgates have opened and everyone from payers to patients to your competitors can all see and comment on real world drug performance. And they are, in droves. This new data-rich environment presents significant opportunities but also threats. The key to success is finding a strategy that is sustainable, meets commercial objectives, and produces insight that is ultimately trusted enough to influence opinion.

Key Questions Answered By This Report

Can RWD and RWE deliver results as stand-alone strategies or should they be coupled with price changes too?

What practical steps can be taken to increase acceptance of RWD and RWE amongst HTA agencies and payers?

How intrinsically linked is RWD and patient-centricity? Can it also be used to deliver against other core pharma business goals and if so, which ones?

With seemingly limitless data sources available, what can be done to ensure disparate data are linked and subsequent analysis is robust, relevant and result-oriented?

How will Real World Data evolve? Is collaboration the latest fad or should pharma be actively seeking new relationships? Which companies are the ones to watch?

Expert Views

Each of our experts have detailed understanding of RWD and RWE and how it is being used currently. To enable them to express candid views, our experts have chosen to remain anonymous.

A Vice President with expertise in HEOR at a top 10 global pharmaceutical company.

A global market access and health economics executive previously employed at a top 30 global pharmaceutical company.

A Real Life Evidence Manager at a top 20 global pharmaceutical company.

A Vice President and Worldwide Head of Real World Evidence at a top 10 global pharmaceutical company.

A Senior Director for Health Economics and Outcomes Research (HEOR) and Real World Evidence at a top 20 global pharmaceutical company.

A Senior Director at a top 20 global pharmaceutical company.

An Associate Director working for Global Health Economics and Outcomes Research (HEOR) at a top 10 global pharmaceutical company.

3 Key Quotes

"This is really a paradigm shift. In the past, global pharmaceutical companies could define which data is generated in global trials and then follow up post-market. We had a lot of control over which kinds of studies are running and what kind of data is being generated. In the new world, using real world data, this is changing. The majority of the data is not produced by pharma companies, it's from healthcare systems, patients using devices, patients discussing products on social media, payers collecting data to process their transactions. This is the new world."

"Secondary data sources like registries, claims databases, social media, apps and devices and electronic medical records are the data sources I would consider exciting and providing new opportunities."

"The patient journey is the one of the most interesting areas for RWD. [It] will allow us to be even more specific to what patients need in the future…for me, this is one of the most exciting areas."

Who Would Benefit from This Report?

    Market access teams looking for new ways to boost the effectiveness of their RWD activity

    Patient liaison specialists investigating new sources of data and patient interaction methods

    Senior management planning for ongoing RWD investment, technology and resources

    Health economics and outcomes research (HEOR) professionals looking for new ways to boost coverage strategies

    Brand marketers concerned about competitor activity and the impact of data on market dynamics

Payer liaison departments under increasing pressure to produce Real World Evidence

Content Highlights

Executive summary

Research objectives and methodology

Defining Real World Data and Real World Evidence

Key findings

Defining Real World Data

Types of Real World Data

Patient-centricity

Diversity in Real World Data

Growth in Real World Data availability

Enablers for Real World Data

Challenges for Real World Data

Real World Data and Real World Evidence being generated by those outside of industry

Real World Data and Real World Evidence for Market Access

Key findings

Intensifying interest in Real World Data and Real World Evidence

Desire for Real World Value

Real World Data can help overcome limitations in the evidence base

Real World Data as the 'new normal' for bringing a new product to market

Real World Data and Real World Evidence are core requirements for outcomes-based contracts

Real World Data and Real World Evidence is useful across the business

Real World Data and Real World Evidence is relevant for all external stakeholders

Companies that are leading on Real World Data

Key findings

Variability across companies

The companies doing the most real world studies

2016 winner of the first Prix Galien Award for Real World Evidence

Company profiles on Real World Data and Real World Evidence

Key findings

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Pfizer

AstraZeneca

Bristol-Myers Squibb

GlaxoSmithKline

Bayer

Hoffman-La Roche

Other companies to watch

Amgen

Astellas

Merck

Novartis

Novo Nordisk

Sanofi

Shire/Baxalta

Commonalities across companies

What can companies benchmark themselves on?

Key findings

Insights from within companies

Planning: start early taking into account context

Data and analysis: no single approach dominates

Capability: More to do

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Key findings

The need to work together

The future for RWD

Key findings

Real World Data and Real World Evidence will only get more important in the future

Industry won't be the only influencers of Real World Data and Real World Evidence

Real World Data and Real World Evidence will become increasingly patient-centric

Real World Data and Real World Evidence will underpin greater use of outcomes—based contracting

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