

REAL-WORLD DATA COMPASS

Navigate the complex real-world data landscape with GenAI

A wealth of real-world data can be found in databases and registries worldwide, offering significant opportunity for insightful analysis. The challenge lies in identifying the data sources that are accessible, robust, and relevant to *your* research needs...

The power of artificial intelligence + human expertise

Real-World Data Compass leverages Ipsos' Evidence, Value & Access expertise, our therapy area knowledge, and our proprietary GenAI platform to help you navigate the vast RWD landscape.

This innovative solution not only identifies the real-world data sources of value but uncovers their access pathways and evaluates their potential utility.

Let Real-World Data Compass be your guide, and equip you to:

IDENTIFY RELEVANT DATA SOURCES

UNDERSTAND DATA UTILITY

DETERMINE DATA ACCESS

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About Real-World Data Compass

IDENTIFY RELEVANT DATA SOURCES

Map the most relevant sources for retrospective, prospective, or hybrid study designs, considering data types, patient population coverage, variables, robustness, and completeness.

UNDERSTAND DATA UTILITY

Analyse the potential use of real-world data to drive therapeutic area strategies, including trial design, patient recruitment, regulatory approvals, post-marketing commitments, HEOR, and more.

DETERMINE DATA ACCESS

Identify key stakeholders, access pathways, and potential barriers or limitations related to data ownership.

Our expert-led, AI-powered approach

01	02	03	04	05	06
Development of RWE design elements, and search protocol	Searching of academic and grey literature	GenAI-powered screening of literature & data extraction (using Ipsos' GenAI platform)	Human Intelligence QC and RWE feasibility assessment	Results uploaded to web-based dashboard	Tailored RWE generation plan

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The key deliverables



Identification of relevant real-world data sources

- Types of data/database
- Patient population coverage
- Data variables
- Data robustness & completeness



Determination of data access pathways & limitations

- Key stakeholders relevant to data ownership
- Access pathways
- Barriers & limitations



Feasibility assessment for potential RWE generation

- Trial design & patient recruitment
- Regulatory approval & label expansion
- Post-marketing commitments (PASS, PAES)
- Health Economic Outcomes Research (HEOR)
- Implementation of managed entry agreements
- Developing consensus & treatment guidelines
- Commercial analytics



Development of the evidence generation plan

- Selection of data sources for retrospective, prospective or hybrid study design
- Provision of information for budgeting and resource allocation to anticipate study costs, infrastructure, and personnel needed to conduct RWE studies

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Why choose Ipsos?

01 Comprehensive coverage

Breadth and depth of data source categories and variable coverage across therapeutic areas and geographies

02 Fast and accurate results

Leveraging industry leading GenAI algorithms

03 Highest compliance standards

Using Ipsos' closed-system GenAI tools, ensuring your IP stays safe

04 Tailored RWE generation plan

Custom report tailored to your therapeutic area strategy and RWE objectives, and on demand support

05 Agile decision-making

Significantly reducing lead time to extraction of real-world data

06 Lifecycle partnership

Build strong foundations for future evidence generation activities

Continue your Real-World Evidence journey with us...

RETROSPECTIVE STUDIES | **PROSPECTIVE STUDIES** | **HYBRID STUDIES**



CONTACT US TO LEARN MORE

RWE@ipsos.com

www.ipsos.com/en/healthcare/real-world-evidence

ABOUT HEALTHCARE AT IPSOS

Ipsos is a global insight, evidence, and advisory partner to the healthcare sector – and one of the world's leading healthcare primary market research businesses. We provide insights, evidence, and guidance across the healthcare product lifecycle – empowering our clients to align clinical and commercial success with what matters most: **Improving patients' lives.**

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