REAL-WORLD EVIDENCE

Amplifying the patient's voice



Empowering your clinical research with Real-World Evidence (RWE)

In today's healthcare ecosystem, patient perspectives are crucial in bridging scientific evidence and decision-making. The patient is the most motivated healthcare stakeholder, though historically their voice has been poorly represented and undervalued.

Ipsos leads the way in harnessing RWE to deliver impactful evidence, ensuring patient voices are heard and utilised for transformative healthcare solutions.

The power of Ipsos' RWE expertise

Ipsos provides extensive evidence generation solutions covering all RWE study designs and methodologies. We are at the forefront of RWE study innovation, leading the market with our Direct-to-Responder RWE study design. These studies ensure real-world representation is achieved, allowing Ipsos to generate faster, richer, and more grounded RWE when compared to other study approaches.

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Evidence from its source

Ipsos' Direct-to-Responder RWE studies generate RWE directly from all Healthcare stakeholders including: Patients, Carers, Healthcare Practitioners, Payors, and Regulators.

Amplify the patient's voice

Utilise Patient Centric Evidence (PCE) studies to capture unbiased, unfiltered lived experiences and preferences directly from patients.

Complete RWE offering

Benefit from Ipsos' extensive study designs and methodologies tailored to your specific research needs.

Over the past 3 years:

Ipsos has conducted more than

100 studies globally

Covering **Europe**, the **Americas**, **APAC**, **Middle East**, and **Africa**

Involving

250,000+

participants

Including more than

200,000

patients

Our Direct-to-Responder approach amplifies patient voices, driving innovation that resonates with true patient needs.

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The three pillars of our expert-led PCE studies:

Patients are people and not datapoints or statistics. We champion patient centricity and ensure that the patient's voice is captured compliantly utilising a range of cutting-edge technologies and methodologies.

Our three study types can be grouped together or combined with other study designs to augment them with the patient's voice, increasing their impact.



RWE for Publication

RWE Publications allow for the dissemination of research findings that resonate with a multi-stakeholder audience. This increases engagement and can support regulatory submissions, position sponsors as scientific leaders in their therapeutic area and foster stronger relationships with patients, patient advocacy groups and KOLs.



Communities

RWE Communities provide longitudinal tracking of key treatment and health metrics, but also enable the unique ability to commission larger RWE studies (cohort, case-control, cross-sectional studies, etc.) on a previously profiled patient population. It can also provide the ability to track changes in patient journey, satisfaction, unmet needs and preference over a prolonged timeframe.



Ethnography

RWE Ethnography studies come in various forms, such as video PRO/QoL collection, video patient diaries, or structured and semi-structured interviews. Evidence generated from Ethnography studies can be used to inform the design of PRO/QoL questionnaires, patient support materials, clinical trial design, or support regulatory submissions.

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Ipsos provides comprehensive RWE support

Evidence planning & consultancy | **Primary RWE studies** | **Secondary RWE studies** | **Publication, poster and evidence dossier creation**

Patient/Carer Satisfaction

Burden of Disease

Patient Journey Studies

Ethnographic RWE

RWE Communities

PRO/QoL/ Wearables Studies

Patient/Carer Preference Studies

Epidemiology Studies

PASS/PAES/PMCF Studies

HEOR Studies

Database Mapping

Secondary Data Studies

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Why choose Ipsos as your partner for RWE studies?

01 Globally led, local expertise

Dedicated experts and thought leaders, international and local on the ground expertise, combined with native language fluency

02 Bringing unparalleled stakeholder access

Unparalleled access to external experts across all aspects of the healthcare ecosystem

03 Meeting highest quality & compliance standards

Our rigorous Quality & Compliance Programme is upheld at all levels of our global business

04 Industry-leading innovation

Established leader in RWE innovation, leveraging the latest methods and technologies enhancing the study experience and evidence impact for all stakeholders

05 Laser focus on your challenges

We work in close collaboration with our clients, and internally across teams, to understand and meet our clients' RWE needs at all stages of the product lifecycle

06 Multi-disciplinary offer

Multi-disciplinary RWE expertise brought together around holistic solutions to offer market-leading RWE studies that meet all global and local regulatory and compliance requirements



CONTACT US TO LEARN MORE

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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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