

Why precision matters in real-world evidence generation



Turn real-world data into credible evidence on safety, effectiveness, and value

While the growing availability of **real-world data (RWD)** has transformed how we understand post-market therapy performance, volume alone is not enough. True value is driven by precision—the ability to leverage RWD to uncover patient outcomes, treatment patterns, and long-term safety across diverse populations. By utilizing RWD to drive this level of precision, biopharma companies can generate the highly reliable, evidence-based insights required to satisfy regulators, empower medical affairs, and secure favorable payer reimbursement.

Measure clinical outcomes more precisely

Proving a therapy's value requires moving beyond broad observations. The right RWD allows teams to define and measure real-world endpoints and evaluate treatment effectiveness, enabling the continuous tracking of outcomes, disease progression, and therapeutic response across diverse patient populations.



More relevant and measurable real-world endpoints



Stronger evidence of clinical and economic value



Support for regulatory, HEOR, and medical affairs needs

Strengthen post-marketing safety surveillance

By analyzing real-world adverse events, lab results, and treatment patterns over time, teams can proactively monitor and detect critical safety signals. This enables continuous surveillance across larger, more diverse patient populations in everyday clinical settings, ensuring a faster and more reliable response to safety trends.



Earlier detection of potential safety signals



Ongoing post-marketing safety monitoring



Increased confidence among regulators, providers, and patients

Precision is essential to generating credible and actionable real-world evidence. By ensuring data is accurately defined and applied, pharma companies can strengthen confidence in safety, effectiveness, and value. This supports more informed decisions across regulatory, medical affairs, and market access strategies—ultimately improving patient outcomes and access to therapy.



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