



**Data deluge?**

**Data desert?**

***We can help!***

## **Real-world evidence is shaping the future of health care**

Establishing a real-world evidence platform is key to influencing product development and, ultimately, patient access; however, a complex and evolving global data environment can make it challenging to identify the right evidence. At Oxford PharmaGenesis we use our integrated network to search the markets you want for the data you need with our Systematic Understanding of Real-World Evidence (SURE™) data assessments.

### **Data deluge**

- Many data sources exist for prevalent conditions such as cardiovascular disease, but quality, scope, and accessibility vary substantially – our SURE™ assessments identify which data are right for your product's programme of real-world evidence.

### **Data desert**

- For rare diseases or specialized data elements (inpatient drugs, laboratory/imaging results, functional status, PROs, tumour staging, etc.), population size may be small, and data linkage may be required. Our SURE™ assessments utilize a systematic, comprehensive methodology to find the data you need.

### **Data accessibility**

- The best information is of use only if it can be obtained – we contact data providers to ensure that data are available and accessible to you, and to find out what conditions apply and how different sources may be linked to address your specific needs.

*Oxford PharmaGenesis: Systematic Understanding of Real-World Evidence (SURE™) assessments identify data sources meeting your unique observational research needs.*



**Richard White, MA PhD**  
**Commercial Director**

Richard has more than 10 years of consulting experience in value demonstration. He has advised multiple top 10 pharma clients on real-world evidence programmes and has led value proposition development, communication initiatives and HEOR training programmes. Richard has a PhD in Natural Sciences (Pharmacology) from the University of Cambridge.

# Identifying the right real-world evidence: our approach



We search the world and scrutinize potential data resources to find you relevant, high-quality, and accessible data.

Our SURE™ assessments use a targeted, systematic, and comprehensive approach to identify the right kind of observational data needed for diverse research requirements such as to:

- inform patient selection criteria and clinical and economic endpoints for clinical trial design
- identify disease burden, unmet needs, and value drivers
- explore commercial implications of target subpopulations and market scenarios
- develop registry-based randomized trials
- support product positioning to maximize market access and inform product launch
- assess long-term clinical benefits and rare adverse events
- demonstrate real-world value through comparative effectiveness

*"Thank you for your excellent work with the SURE™ analysis. Everyone was very impressed and the data will be most useful for us to set up an epidemiological programme in this indication"*

– Global Head of Epidemiology, Top 10 pharma and repeat SURE™ customer



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