GENERATING REAL-WORLD EVIDENCE FOR REAL-WORLD DECISIONS: APPLICATION OF ADVANCED METHODS

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'Real world' data: challenges

- More permissive regulators putting health systems
- Limitations in available data (e.g. clinical covariables)
- Absence of evidence on new technology at launch
- Absence of comparator evidence beyond launch
- Adjusting for observed and unobserved confounders
- ….

'Real world' data: opportunities

- Data (and its availability) should improve
- Regulatory trials are far from ideal
  - Expensive
  - Too short
  - Often wrong population
  - Too limited to understand heterogeneity
- Trials often don't exist
- Real world data potentially powerful
- But only if analysed appropriately

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