



Raising Organizational Fluency in Real World Evidence Through Interactive Learning Techniques

An ISPOR Educational Symposium

November 12, 2018 | 12:45-13:45

Today's Symposium Agenda



Syneos[™]
Health



The Challenges of Raising Organizational Fluency in Real World Evidence



Global Case Study in Interactive RWE Education



Addressing RWE Challenges With Learning Innovation



Q&A

Meet the Panel

David Thompson, PhD



Senior Vice President,
Real World Evidence,
Syneos Health

Moderator

Claire Methven



Global RWE Lead,
Education and Training,
Janssen

Panelist

Yvonne Ash



Vice President,
Learning Solutions
Syneos Health

Panelist



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Fluency in Real World Evidence

David Thompson | Syneos Health



Your Experience with Real World Research, Data, or Evidence



Live Content Slide

When playing as a slideshow, this slide will display live content

Poll: How much experience do you have working with real world research, real world data, or real world evidence?

Your Experience with Real World Research, Data, or Evidence



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Live Content Slide

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Poll: What kinds of real world research, real world data, or real world evidence experience do you have? Which of the following most closely describes you?



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Advancing an RWE Agenda at Your Organization



Live Content Slide

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Poll: How challenging is it to advance an RWE agenda within your organization?

Barriers to Building Your Real World Evidence Initiative



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Historic Approach to Internal Training



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Contrasting Historic to Interactive Training Approaches

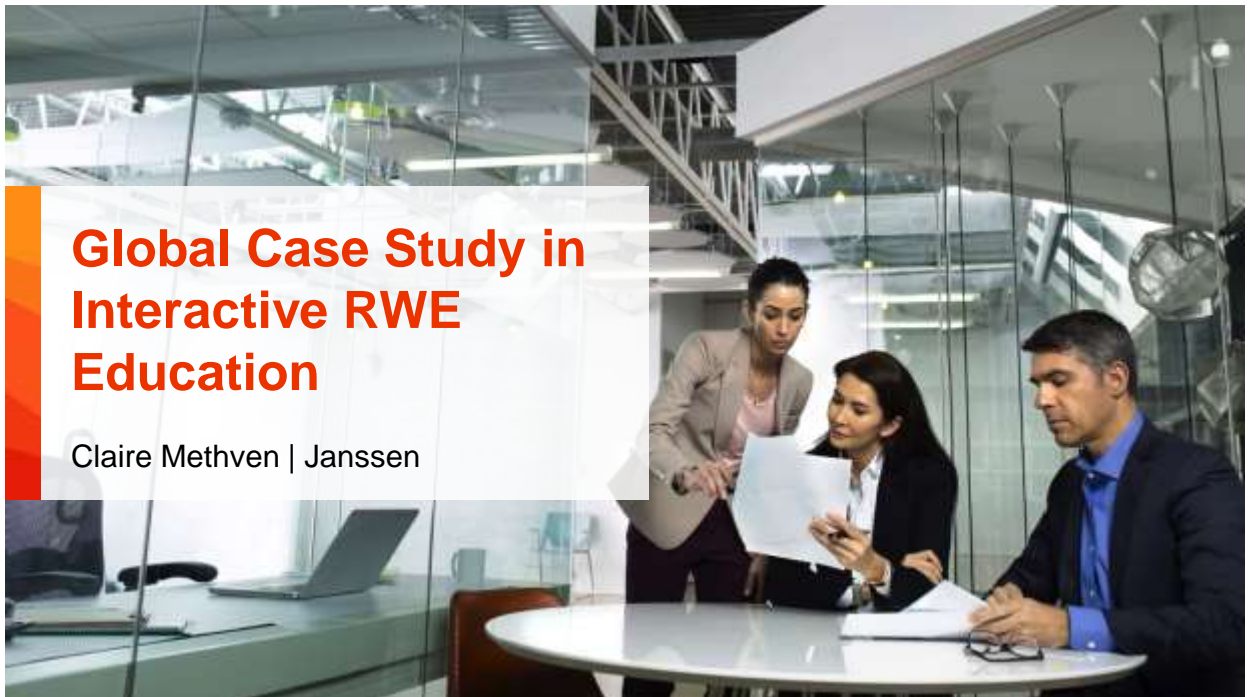
Approaches to communication, education, and learning design

- | | | |
|----------------------|---|--|
| 1. Passive | ➔ | 1. Learner-driven interactive choices |
| 2. Information only | ➔ | 2. Skill building and application practice |
| 3. One-size-fits-all | ➔ | 3. Content and learning experiences tailored to unique learner needs |



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Janssen in 2014: A Need to Elevate and Integrate RWD and RWE



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Janssen in 2014: A Need to Elevate and Integrate RWD and RWE



1. Pockets of expertise



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Janssen in 2014: A Need to Elevate and Integrate RWD and RWE



1. Pockets of expertise
2. Inconsistent terminology



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Janssen in 2014: A Need to Elevate and Integrate RWD and RWE



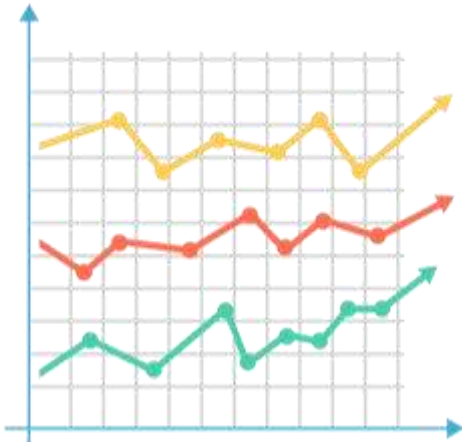
1. Pockets of expertise
2. Inconsistent terminology
3. Lack of planning



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Janssen in 2014: A Need to Elevate and Integrate RWD and RWE



1. Pockets of expertise
2. Inconsistent terminology
3. Lack of planning
4. Non-transparent data sources

Janssen in 2014: A Need to Elevate and Integrate RWD and RWE



1. Pockets of expertise
2. Inconsistent terminology
3. Lack of planning
4. Non-transparent data sources
5. Limited best practice sharing

Janssen in 2014: A Need to Elevate and Integrate RWD and RWE



1. Pockets of expertise
2. Inconsistent terminology
3. Lack of planning
4. Non-transparent data sources
5. Limited best practice sharing

Live Content Slide

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**Poll: Which of these five characteristics
are true for your organization?**

Janssen in 2014: A Need to Elevate and Integrate RWD and RWE



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Addressing RWE Challenges With Learning Innovation

Yvonne Ash | Syneos Health

Tapping Into Potential

- | | | |
|----------------------------------|---|-------------------------------------|
| 1. Pockets of expertise | ➔ | 1. Powerful network |
| 2. Inconsistent terminology | ➔ | 2. Broad consensus on definitions |
| 3. Lack of planning | ➔ | 3. Clear value of evidence planning |
| 4. Non-transparent data sources | ➔ | 4. One-stop-shop for data sources |
| 5. Limited best practice sharing | ➔ | 5. Case studies and lessons learned |

Tapping Into Potential



Building a Platform, Connecting a Network, Changing a Culture



Step 1: Assemble a Dedicated and Diverse Team



- Medical Affairs
- Health Economics
- Epidemiology team
- Analytics team
- Global Regulatory Affairs
- Regional RWE points of contact
- IT Data Sciences
- Medical Device Evidence Generation
- Scientific Affairs

Live Content Slide

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Poll: Is RWE activity centralized or dispersed at your organization?



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Step 2: Create a One-Stop-Shop



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Step 3: Create Different Tracks

REAL WORLD EVIDENCE CENTRAL

Home | Data Sources | Evidence | Insights | My Dashboard | Contact Us

RWE LEARNING ROADMAP

AWAWARENESS

APPLICATION

Your one-stop shop for all RWE educational resources.

COMPLETION

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Step 3: Create Different Tracks | Awareness

Introduction: Your Projects

Pair Share: Your Projects and Goals

Upcoming Projects or Initiatives

What I Hope to Get From This Discussion Today

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Step 3: Create Different Tracks | Application



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Step 3: Create Different Tracks | Generation



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Step 4: Continuous Improvement

REAL WORLD DATA + ANALYTICS =
REAL WORLD EVIDENCE

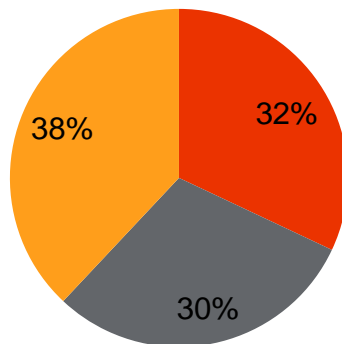


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Feedback from the Global J&J RWE Community

Three groups of respondents



- I generate RWE.
- I make decisions related to RWE, but I do not directly generate RWE.
- I do not work with RWE; I just appreciate being aware of how RWE is utilized at J&J.



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Feedback from the Global J&J RWE Community

What resources do you access most on RWE Central?

Response	%	#
RWE articles and announcements	22.19%	71
Regional information about RWE	16.25%	52
RWE Best Practices, Case Studies, and Use Cases	15.94%	51
RWE Learning Roadmap	9.38%	30
Regulatory Updates	7.19%	23
Smart Catalog, data sources, and rHEALTH	6.25%	20
Upcoming events	5.94%	19
GCSO Toolkit	5.00%	16
Connectivity Tools (Studio, SQL workbench, SAS, etc.)	4.38%	14
None	3.37%	12
Talent Exchange	1.56%	5
Other	0.95%	3



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Feedback from the Global J&J RWE Community

What is working well:

- RWE news and announcements
- rHEALTH Real World Data assets and tools



Opportunities:

- Create and share even more examples of Janssen RWE studies, projects, and partnerships
- Provide learning experiences and application activities on how to interpret and communicate the value and impact of RWE



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Feedback from the Global J&J RWE Community

“Discussion of FDA acceptance of RWE-based data on drug label”

“A library of research questions, studies, methodologies, and outputs for a knowledge archive”

“I am really enjoying RWE news”

“More trainings on advanced methods”

“More communication and sharing of RWE generation”

“Understanding the critical role of RWE in Regulatory Affairs”



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What does the future hold?



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Innovative Learning Solutions for Real World Evidence



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Q&A

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Shortening the Distance From Lab to Life™

