CASE STUDY
Real World Evidence

Project Background:

Our client, a top 10 global pharma company who launched an innovative oral therapy for a chronic respiratory disease, required to demonstrate the benefits of the product on patient's quality of life (QoL) in the real world setting. The company approached phamax to generate Real World Evidence on the product in multiple counties across Europe and Asia.

Objectives:

- To document disease progression and improvement in the clinical presentation of the disease after 6 and 12 months of treatment
- To document changes in disease severity, seasonal variations of the disease, safety profile and patient reported outcomes after 6 and 12 months of treatment

Client Benefits:

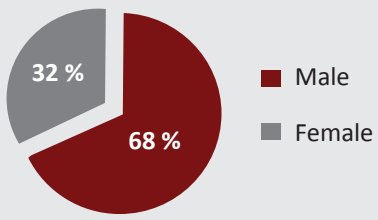
- Real world performance of the product served as a valuable indicator of the product profile, QoL and burden of illness, thus increasing the acceptance by physicians and health authorities
- Scientific collaboration with experts: numerous contact opportunities with key stakeholders were created
- The project output empowered the client with information on the product benefits to facilitate inclusion in the reimbursement policy

Approach:

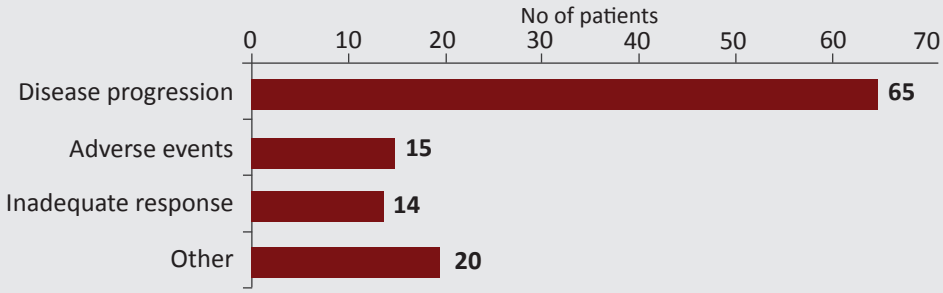
- Registry planning regarding scope of data required, the target population the core data set required, patient outcomes or endpoints
- Study site enrolment and stakeholder involvement through various engagement programs
- Conducting the study
- Data collection according to the identified end points
- Statistical analysis of registry data

Project Output: Analysis Snapshots

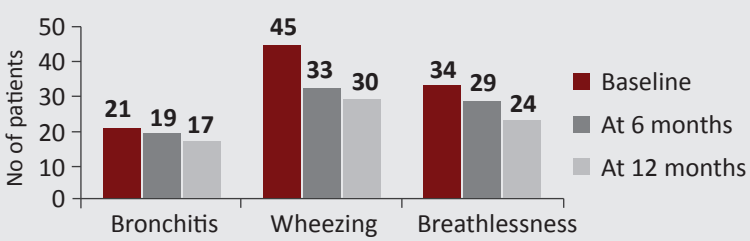
Gender



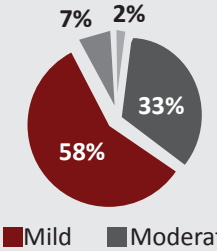
Reason for study drug initiation



Disease progression



Lung function impairment at baseline



Lung function impairment at 12 months