

Knowledgebase

# Real World Evidence – New Buzz for an Established Concept

Understanding how the jargon maps to pharmacoepidemiology, health economics, and outcomes research

## What is the difference between Real World Data (RWD) and Real World Evidence (RWE)?



RWD is all data collected **outside traditional clinical trial settings**

RWE is derived from RWD and allows for insight in the **actual setting of use**

## How can I tell if a study is exploratory or hypothesis-testing?

Exploratory studies are a starting point to learn about **potential treatment effects**

Hypothesis-testing studies evaluate a research question with a **pre-specified design and analysis**

Many current efforts are exploratory but provide meaningful information



## When is a study transparent?



Clear and **concise descriptions** of design, analysis, and results that are publicly available

Document **deviations** and address **limitations**

## What is a reproducible study?

Can be recreated in the same or alternative population

Requires **clarity in reporting** – protocol, analysis, and results



## Where should I start?

**Clarify evidence** gap and define the research question

**Recognize challenges** of design and analysis for generating robust RWE

Conduct feasibility and pre-testing



Learn more about why you need to understand the recommended guidelines and how we can help you obtain RWD for your RWE needs.