Real World Evidence Technology Platform
Optimise Real World Data Use to Drive Effective Outcomes

Real world evidence (RWE) continues to drive healthcare and research discussions and decisions. ICON works with biopharmaceutical and medical device companies to identify, generate, and communicate the clinical, safety and cost-effectiveness evidence that regulators, payers and providers demand.

ICON’s holistic solution provides many distinct advantages including integrated domain expertise from across multiple disciplines covering epidemiology, data science, HEOR, study feasibility, market access and regulatory affairs. This expertise, combined with access to a diverse set of global RWD sources and a proven advanced analytics platform provider, Saama Technologies, creates a unique combination to more completely serve the expanding needs of biopharma’s Medical Affairs and RWE Centers of Excellence functions.

ICON’s Strategic Approach to Actionable RWE Generation
Our Commercialisation and Outcomes experts will collaborate with your subject matter experts to deliver a unique, intelligent RWE strategy for increased clinical research efficiency, and targeted plans that can enhance your value story and provide compelling evidence for stakeholder engagement. We call this approach Real World Intelligence™.

From interactive evidence planning workshops and strategy creation to implementation of innovative technology and RWD solutions, the ICON RWE team will ensure that you are on the clear path to commercial success, equipped with the right RWD assets to generate impactful evidence.

RWE Planning Workshops and Strategy Creation
Our interactive workshop approach brings together subject matter and functional experts to create a roadmap that aligns with your strategic objectives. You get a step-by-step plan to identify and execute a comprehensive RWE strategy customised for your specific asset.
RWE Technology Solutions

The evidence generated from collecting, standardising and analysing RWD from primary and secondary sources can be used across an array of late phase research applications. With a full understanding of the novel RWD sources and innovative technologies to gather, process and analyse them, a more robust approach exists for creating RWE results.

Innovative Approach to RWE Technology

- Partnerships
  - RWD Sources
  - Technology Enablement
  - Future Investments

- Greater Use of Secondary RWD
  - Innovative Study Designs
  - Patient Recruitment

- EHR Research Platforms
  - Hybrid Studies
  - Backbone for Data Collection
  - Pragmatic Trials

- Patient Centric Technologies
  - ePRO, Retention and Recruitment
  - Virtual Studies
  - Wearables

RWE Technology Platform

ICON provides a configurable technology platform, leveraging Saama’s Life Science Analytics Cloud, that is a fit-for-purpose solution to support and enhance your observational research needs, to gather disparate RWD assets into a common data model, provide analytics to support multiple audiences across the product lifecycle, and establish a central repository and analytic platform for all of your RWD assets. Key capabilities provided by the platform include:

Let our industry experts work for you
Contact us today at ICONplc.com/contact
For access to our webinars and whitepapers, visit ICONplc.com/RWI