

IQVIA Medical Research Data

Improving patient outcomes with evidence-based research

Analysing real world data will enable a better understanding of disease progression and treatments which can lead to more robust scientific research.

IQVIA Medical Research Data (IMRD)¹ is real world data, incorporating data from THIN, a Cegedim Database, which contains longitudinal non-identified primary care electronic medical records (EMR) from more than 18 million patients in the UK.

Population based research using IQVIA Medical Research Data can deliver insights on safety, coverage and effectiveness of medicines by observing outcomes recorded during real world clinical practice. Evidence from observational studies can inform decisions in healthcare, thus leading to improved patient outcomes. Over 900 peer-reviewed papers and posters have been published using IQVIA Medical Research Data.

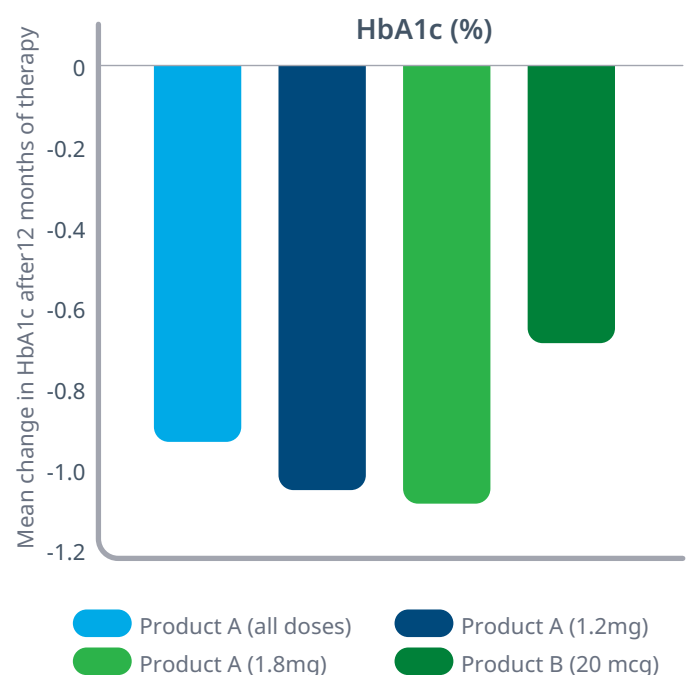
We can tailor your data access options based on your requirements, from a sublicence and bespoke data extract, providing instant data access and expedited query and protocol approval, to contracting IQVIA's Real World Solutions experts to generate the evidence and insights you need.

ANSWERING KEY CLINICAL QUESTIONS

Evidence generated using IQVIA Medical Research Data can help you understand and answer clinical questions on disease progression and treatment across the medicine life cycle²:

- What is the current standard of care?
- What are the clinical responses to therapy?
- What is the measurable clinical benefit in the real world?
- What is the treatment pathway?
- How do clinical characteristics change over time and as a result of treatments?

Demonstrating effectiveness



See our case study on page 2...

- What are the healthcare resources utilised by a defined population?
- How can we understand persistence and adherence?

These answers can be used to inform internal planning, and provide inputs into Health Technology Assessments (HTA) as well as regulatory submissions required by the European Medicines Agency and NICE.

¹ IQVIA Medical Research Data (IMRD) is non-identified electronic patient health record data collected from General Practitioner (GP) clinical systems via the IQVIA Medical Research Extraction Scheme and The Health Improvement Network (THIN)

² For commercial and branded treatment analysis, we have additional longitudinal data solutions available

IQVIA Medical Research Data into action: demonstrating diabetes treatment effectiveness³

Challenge

Large pharma customer wanted to compare the effectiveness of Product A vs. Product B in the UK and to prepare and publish peer-reviewed paper(s) and submit conference abstracts to:

- Demonstrate real world clinical effectiveness of Product A vs. Product B
- Describe treatment pathways and drug utilisation, including patient characteristics and conditions for prescribing
- Describe resource utilisation in real world practice

Approach

Study design was a retrospective cohort study using EMR data from IQVIA Medical Research Data. The detailed analysis conducted in real world data demonstrated:

- Adjusted linear regression models compared the difference in mean change in HbA1c, BMI, and SBP after 12-months follow-up
- The proportion of patients achieving HbA1c targets (<6.5%, <7.0%, <7.5%); HbA1c reduction >1%; and weight reduction were determined
- Cox regression used to evaluate the time to HbA1c and weight reduction targets
- Healthcare resource use (GP, secondary care, hospitalisations) was compared using analysis of covariance

Outcomes

The results from the IQVIA Medical Research Data indicated that:

- Product A treatment provided better outcomes related to glycaemic control and Product B
- Results were presented at Diabetes UK Professional conference and the paper accepted for publication in *Diabetes Therapy*

³ All studies for publication conducted using IQVIA Medical Research Data must be based on a protocol which has been approved by a Scientific Research Committee (SRC)

Turning real world data into actionable insights

DOMAIN EXPERTISE

With 270+ real world data experts based in the UK, we can effectively support your requirements.

Committed to protecting individual patient privacy, IQVIA has over 30 years' experience in curating GP datasets for medical research purposes.

UNPARALLELED DATA AND ANALYTICS

Non-identified longitudinal data collected from GP practices in the UK are an invaluable medical research resource that enables a patient's journey to be tracked from the initial consultation and investigation and through referral to diagnosis of a condition and treatment.

Fast access to required data, combined with our analytic solutions, enables researchers to generate the evidence to demonstrate how patients can be treated safely, effectively and economically, in the real world setting.

TRANSFORMATIVE TECHNOLOGY

IQVIA Medical Research Data has been incorporated into E360™ Cohort Builder, a patient analytics solution available within IQVIA E360, the real world data industry leading SaaS technology platform. E360 Cohort Builder enables quick selection of patient groups for analytics or feasibility counts.

IQVIA Medical Research Data has also been bridged to OMOP Common Data Model and is now available for research in this standardised format within the E360 platform.

CONTACT US

To learn more about how IQVIA Medical Research Data can support your clinical research efforts, contact

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