

Real World Evidence Academy On Call

Accelerate and support your organization's real world evidence (RWE) capabilities for even more impactful internal and external stakeholder engagement

IQVIA's RWE Academy

On Call is a full-service suite of customizable capabilities focused on strengthening a Pharmaceutical or MedTech organization's RWE resources and capabilities. RWE Academy can help expand your



knowledge base, enable implementation of processes, and further RWE communications and applications, internally and more broadly, among stakeholders within the healthcare ecosystem.

The industry need for RWE knowledge and training

“We need an internal hub that keeps our stakeholders educated on RWE and informed of current trends.”

– Group Director, RWE COE

“My team is asking for an interactive way to learn more about innovative RWE applications and perspectives from external stakeholders such as regulatory and HTA bodies across the globe.”

– VP, Medical Affairs

“Can we develop a communication strategy and tactics that disseminate updates on RWE and medical studies and initiatives as part of our evidence generation program?”

– Sr. Director, Global HEOR

“How can we solicit ideas and involve countries and affiliates to be integrated and coordinated as part of our global RWE community?”

– VP, Medical Affairs

The RWE Academy experience tailored for your needs

Knowing that one size does not fit all, RWE Academy's flexibility and modularized content allows for customized programs based on a structured and proven process.



RWE EDUCATION

Establish and/or refresh your RWE knowledge foundation with an interactive curriculum to increase RWE understanding through training modules, including topics such as RWE fundamentals, implementation including standard operating procedures for real world research, and innovative uses of RWE.



RWE APPLICATION

Increase stakeholder engagement and reinforce RWE knowledge throughout your organization across multiple channels and platforms by instituting tactics such as RWE surveillance and newsletters, RWE *Shark Tank*-inspired competition, and RWE Expert On Call.



RWE DISSEMINATION

Capabilities that disseminate RWE value among internal and external stakeholders include programs such as Train the RWE Trainer, co-creating videos, and developing thought leadership content to help achieve a strong and consistent message.

Benefits for your RWE multidisciplinary team



Research and clinical development

- Identify unmet needs to inform research decisions
- Innovate and improve trial design



Medical affairs

- Bridge RWE insights from clinical development into peri- and post-launch for optimal product impact
- Generate evidence to support the medical and scientific narrative for external discussions
- Build RWE-based clinical decision support systems
- Use RWE to achieve label expansion, and the subsequent elimination for new randomized controlled trials (RCTs)



HEOR

- Strengthen evidence for differentiation
- Expand beyond traditional RWE analytics (descriptive analyses) to advanced RWE analytics using predictive models and machine learning



Marketing insights

- Incorporate RWE to improve stakeholder targeting
- Develop clinically-informed commercial forecasts



Market access

- Improve evidence of economic value and formulary position
- Utilize RWE to ensure that patients in need have timely and sustained access to treatments
- Fulfill promise of next generation outcomes-based contracts and pricing



RWE Centers of Excellence (CoE)

- Partner and support cross-functional assets and stakeholders on end-to-end value of RWE across product lifecycle

Here's what customers have shared about their RWE Academy experiences

“ IQVIA's RWE *Shark Tank*-inspired competition energized our HEOR, Medical, and Access colleagues across the globe and helped us prioritize initiatives for our RWE program.”
– VP, Medical Affairs

“ It has been so useful to learn more about updated regulatory guidance coming from countries outside of the U.S., such as China's NMPA.”
– VP, Market Access

“ Readership and communication of our monthly RWE newsletters has continuously increased over time. They are now disseminated to over 2,000 subscribers.”
– Group Director, RWE COE

Interested in how RWE Academy On Call can enhance your organization's RWE knowledge base?

Get in touch today.



Discover new insights, drive smarter decisions, and unleash new opportunities with the power of **IQVIA Connected Intelligence™**