Real-World Data and Evidence Are Revolutionizing Healthcare

REAL-WORLD EVIDENCE ALLIANCE

A proliferation of new data sources and sophisticated analytic methods are helping researchers transform real-world data into real-world evidence to address important healthcare questions and improve patient care.

What Are Real-World Data (RWD)?

RWD are health-related data routinely collected from a variety of sources, including electronic health records, medical claims, and product and disease registries, as well as personal devices, wearables, and other digital health technologies.

What Is Real-World Evidence (RWE)?

RWE is clinical evidence derived from analysis of RWD. RWE can provide information about many aspects of health and patient care, including information about the usage and potential benefits or risks of a medical product.

Transforming Patient Care and Biomedical Research

→ Accelerating medical product research and innovation

→ Increasing access to new and more personalized treatments and cures

→ Supporting patient-centric, innovative clinical trial designs

→ Advancing health equity by better characterizing treatment effects in groups often underrepresented in clinical trials

→ Facilitating the development of treatments for rare diseases with small patient populations that cannot be studied using a randomized clinical trial

→ Capturing insights on long-term safety and efficacy of medical products

→ Enabling the healthcare enterprise to learn from the real-life experiences of patients

Learn More at rwealliance.org