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.