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**Health Solutions** 

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# **Knowledge**base

# **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

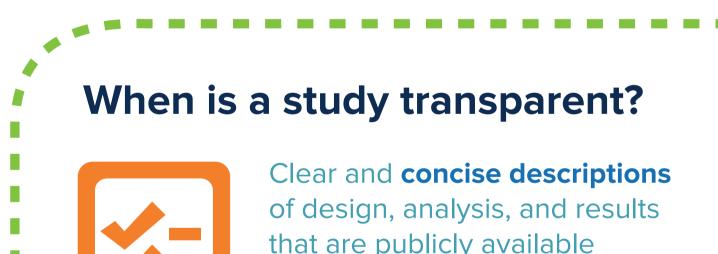
RWE is derived from RWD and allows for insight in the actual setting of use

## 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





Document **deviations** and address limitations

# What is a reproducible study?

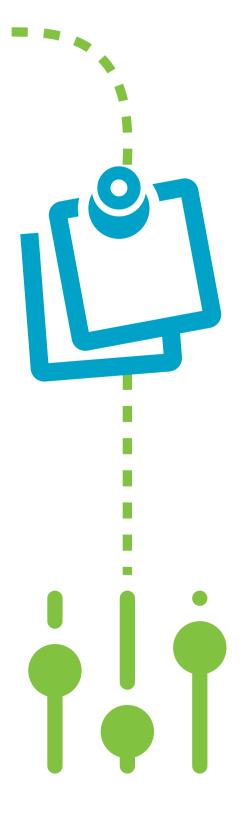
Can be recreated in the same or alternative population Requires clarity in reporting protocol, analysis, and results

## 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.