

Getting Closer to Real-World Experiences

Real-world qualitative research: 10 key benefits for pharma stakeholders

As the Real-world evidence (RWE) landscape changes dramatically, the space for real-world qualitative (RWQ) research is growing rapidly. That's because data derived qualitatively is becoming increasingly accepted and valued by both the pharmaceutical industry and health authorities.

It has become widely acknowledged that we are now in a new era of drug development.

As a pharmaceutical decision maker, you rely heavily on good quality data to optimize decision making. Here are **10 ways** in which RWQ can contribute to this goal:

1

Support to clinical development strategy:

RWQ can generate rich insights to inform your clinical trial design even in challenging areas where sample sizes are small as is the case in rare disease.

2

Support Health Technology Assessment (HTA) decisions:

Granular data generated qualitatively to describe patient experiences of illness or medication can be included in your submission dossier to complement and support key claims.

3

Design of educational tools and materials:

RWQ outputs that have been designed to understand knowledge levels and needs can be used to inform your development of supporting tools and guidelines to be used in clinical practice by a variety of your different stakeholders.

4

Inform study design:

RWQ can provide you with a quick and deep check of key issues and priorities in strategic study design planning.

5

Raise awareness:

RWQ studies can help you raise awareness among practitioners by contributing to the existing knowledge pool and challenging existing paradigms for better patient outcomes in the context of personalized medicine practices.

6

Benefits across the drug development cycle:

RWQ work benefits your organization across the entire drug development cycle, as granular data and a deeper understanding inform better strategic decision making throughout.

7

Robust Patient Reported Outcome (PRO) and patient preference studies:

Exceptional RWQ practices and frameworks are essential to your design and development of robust patient reported outcome (PRO) and patient preference studies

8

Incorporating the why with the what:

Rich, granular data adds important depth of meaning from all stakeholders so we can help you understand the human narrative and combine that with the Big Data already available to form a more complete picture and identify what may be missing from existing models. In this way RWQ combines the "why" with the "what" in a dynamic and iterative way.

9

Behavioral and social science-based approaches:

RWQ is flexible and dynamic, combining different methodologies and approaches from behavioral and social science to help you build a closer understanding of the reality of individuals' experiences while simultaneously retaining the requisite rigor to ensure reliability of results.

10

Beyond traditional methods:

RWQ provides depth of understanding that traditional methods cannot generate and allows you to get closer to attitudes, opinions, experiences, decisions and preferences beyond what is possible with traditional tools and measures.

RWQ provides depth of understanding that traditional methods cannot generate

- Explains phenomena
- Explores knowledge, attitudes and opinions
- Identifies decision-making processes
- Investigates complex issues
- Examines experiences, feelings and motivations
- Provides insights and generates new ideas
- Identifies facilitators of change
- Is dynamic and flexible

Phenomena such as “experience” and “perceptions” are now included in the evidence-based practice and the inclusion of individual perspectives including those of patients is becoming a priority.

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