



C.E.L. *for pharma*
CENTRE FOR EXECUTIVE LEADERSHIP

Fundamentals of Real World Evidence



Understand what Real World Evidence (RWE) is, its purpose, the terminology, the methodological approaches and techniques - Know which methodologies to combine to address the needs of RWE users and how to optimise the design of your RWE research plans – Learn how roles are organised and how RWE management as an emerging new function will evolve in the future.



Steve Fermer & Tim Holbrook

- Steve Fermer is the Adelphi Real-World Innovation Director and works in RWE research and consulting since 2005.
- Tim Holbrook is the Adelphi Real World Health Economics and Outcomes Research Associate Director and has over 8 years of experience applying economic modelling to healthcare and public health decision-making.

By Attending This Course, You Will



- 1) Understand what Real World Evidence (RWE) is and what it entails.
- 2) Learn how different pharmaceutical companies include RWE as a function/role in the company structure.
- 3) Know why payers, physicians and pharma need RWE and how to address all user needs.
- 4) Learn from best-practice examples of the 5 most commonly used methodologies.
- 5) Be able to design effective RWE plans.
- 6) Understand how you can develop your role and enable your company's effective engagement with RWE.

Why You Should Attend

Closely integrated with concepts such as patient centricity and optimising healthcare provision, RWE is emerging as a critical area of expertise in pharmaceutical companies. It is becoming increasingly important within evidence planning and evidence submission, engaging various functions, such as HEOR, Medical Affairs, R&D and Commercial. The management of RWE is emerging as a new function and all pharma companies need to acquire new competencies across the organisation to stay competitive in an evolving market access environment.

The Content: Using published cases as examples to build your technical expertise, the experts will share their insights gained from working across the pharmaceutical industry in developing solutions to difficult challenges.

The Experts: Steve Fermer and Tim Holbrook work with RWE every day and engage with a wide range of life science companies, predominantly in pharma. Adelphi has a 20+ year heritage in conducting Real World studies in Europe, USA, the Far East and Latin America through the Adelphi Real World Disease Specific Programmes® (DSPs) and Bespoke Solutions. The combined knowledge and experience of these two leading problem-solvers makes this course an invaluable learning experience.

The Fundamentals of Real World Evidence course is the only available public training course delivered by Steve Fermer & Tim Holbrook on the topic of RWE.

Who Should Attend

As the RWE function is evolving rapidly and in addition at a different pace across the industry, a variety of executive profiles will benefit from participating in this course:

- RWE practitioners who want to understand how other companies engage and practice RWE, and want to share and discuss their experience with addressing RWE research challenges.
- Executives new to RWE who want to embrace the opportunities that are emerging for RWE managers as a new function.
- Pharma executives not currently working in RWE, but who are interested in learning what RWE can bring to their current role, in particular those leading evidence based functions such as market access, medical affairs and R&D.
- Heads of country affiliates and regional offices, as well as HR & Training executives, who need to ensure that this new function incorporates successfully within their organisations and is equipped with the appropriate set of new competencies.

Agenda

10:00 Welcome & Audience Expectations

10:30 What is RWE and Where Does It Fit in the Organisation?

- Defining RWE - Commonly used methodologies and related terminology
- RWE requires a leadership role – How some companies address this
- Round table discussion:
 - Delegates learn from each other's roles and how RWE fits in their organisation
 - Learning from similarities and differences between companies
- The ideal organisational structure for RWE

11:45 Coffee Break

12:00 Who Uses RWE and Why? – How to Address Their Needs?

- Payers' needs
- Physicians' needs
- Pharma's needs
- How to address user needs by combining RWE methodologies: A recommendation for optimising RWE design

13:00 Lunch

14:00 Working with RWE Methodologies

- Defining the 5 most commonly used methodologies and learning from examples:
 - Pragmatic studies
 - Observational studies
 - Surveys
 - Patient registries
 - Big data
- A checklist for determining which methodologies to use and how to incorporate them into planning

15:15 Coffee Break

15:30 How to Optimally Design a RWE Plan

- What we can learn from an analysis of how different pharma companies addressed a real-life RWE research challenge in oncology:
 - The different approaches that have been used
 - Shortcomings and learnings from each approach
- Experts' recommendations

17:00 Wrap Up & Take Homes

17:15 Close

Learning Methodology

The seminar is designed and delivered as an introduction to RWE, using examples and cases to explain definitions, approaches and solution creation. You will gain from the experts' recommendations based on their vast experience in developing RWE research solutions. The emphasis is thus on case-based learning. You will be encouraged to ask questions, engage in creative problem-solving discussions and bring your own challenges and experiences to the meeting. You will gain by learning from the RWE experience of your peers.

One of the most valuable aspects of attending any C.E.L.forpharma course is not only being able to have your specific questions answered by a leading expert, but also having the opportunity to share experiences and have in-depth discussions with your international peers.

How To Register

- 1.) Check our website (www.celforpharma.com) for the most recent course dates and fees.
- 2.) Click "Register Now" & fill out the registration form with your personal and company (invoicing) details.

If applicable please add your company's VAT number. We will include this on your invoice, which is needed for your company to reclaim VAT.

- 3.) Choose a payment method.
 - a. If you select "Pay by credit card" we will email you a pro forma invoice and secure payment link.
 - b. If you select "Pay by bank transfer" we will email you a pro forma invoice for you to process through your company's payment system.

- 4.) Click [Confirm Registration >](#)

You will receive an automatic confirmation email shortly followed by a personal email with your pro forma invoice and further payment instructions.

Included in the Registration Fee

- Course Material (Digital & Print Versions)
- Coffee, Tea & Refreshments During the Course
- Lunch During the Course
- Certificate of Attendance Signed by the Experts

Have Any Questions?



Contact Annelies Swaan for general enquiries, group discounts, and more info.

email: annelies.swaan@celforpharma.com

call: +32 (0)2 709 01 42