

# Real World Evidence Healthcare Data Collection

## What is Real World Data?

The FDA describes it as “the data relating to patient health status and/or the delivery of healthcare routinely collected from a variety of sources”.

This definition encapsulates a broad scope of data collection, with the core focus of Real World Data being to measure and better understand healthcare data collected under real life practice circumstances through the perspective of healthcare professionals and sometimes the patients themselves.

Sources include prospective operational studies designed to furnish information on real world patients, or retrospective studies drawn from existing patient records, insurance databases, product and disease registries.



## SHG’s Real World Capabilities



SHG collects real world evidence based entirely on data obtained in a clinical practice setting.



With global access to more than 2M+ including 40+ physician specialists, 450,000+ allied healthcare professionals and over 600,000+ patients and caregivers, we help you generate the evidence you need.



We bring you understanding of patient life and the impact of disease outside of the clinical context, a more holistic view.



SHG can help you evaluate aspects of disease burden to patients and caregivers, for stronger differentiation and increased value.

## Real World Case Studies

### Objective:

Deliver extensive clinical understanding of a wide range of therapy areas through data collection from active physicians and patients.

### Challenges:

- Completing patient record forms can be tedious, so may limit participation.
- Logistical involvement in returning data may cause additional overheads. Where we have utilized online completion for Patient Completes, we have found a strong response and cost savings as we can reduce printing/material distribution, etc. in pricing.
- Patients are not compensated for their time in completing surveys.

Therapeutic Area of Interest	Prostate Cancer	Autoimmune /Lupus	Parkinson’s Disease
Methodology	<p><b>MDs</b> - 30 minute online survey and 10 Patient Record Forms (PRF)</p> <p><b>Patients</b> - PRF 20 minute online survey</p>	<p><b>MDs</b> - 25 minute online survey and 6 PRF</p> <p><b>Patients</b> - PRF 15 minute online survey</p>	<p><b>MDs</b> - 45 minute online survey, 8 PRF, 5 day workload diary</p> <p><b>Patients</b> - PRF 20 minute online survey</p>
Market Mix	Oncologists & Urologists FR, DE, IT, ES, UK, USA	Nephrologists UK and USA	Neurologists and PCPs EU and UK
Sample Size	N=25 per European market N=50 in USA MDs Completes = 2800 Patient Completes = 1820	N=25 UK market N=50 USA market MDs Completes =750 Patient Completes = 450	N=35 Neuro per market N=15 PCPs/Geriatricians MDs Completes = 400 Patient Completes = 300

## SHG Solution

SHG sustains and cultivates the strong bonds held with all our doctors. Training and support is provided to overcome typical challenges and has proven to be an effective method, resulting in increased participation and satisfaction.



### PHONE

Our executive healthcare recruitment professionals each have 10+ years of experience within recruitment centers and health systems to ensure the highest quality respondents.



### MAILERS

Our project managers work diligently with our creative team to deliver thoughtful and engaging survey invitations straight into our physicians’ hands.