



2ND CDDF MULTI-STAKEHOLDER WORKSHOP

THE USE OF REAL-WORLD DATA TO OPTIMISE ONCOLOGY DRUG
DEVELOPMENT AND ACCESS

21-22 November 2019
AMSTERDAM, NETHERLANDS

Real World Data

Professor John F Smyth





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Issues

Why does Real World Data Matter?

- Quantity – what data should we collect, and for how long?
- Quality – Input ,Cleaning etc.
- Ownership and Privacy issues





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Why Real World Data Matters

- Precision medicine results in smaller pivotal trials
 - Therefore Regulators consider Conditional/Accelerated approvals
- However many claims for efficacy are marginal
- Only RWD can establish true VALUE





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“What is a cynic? A man who knows the price
of everything and the value of nothing”

Oscar Wilde

