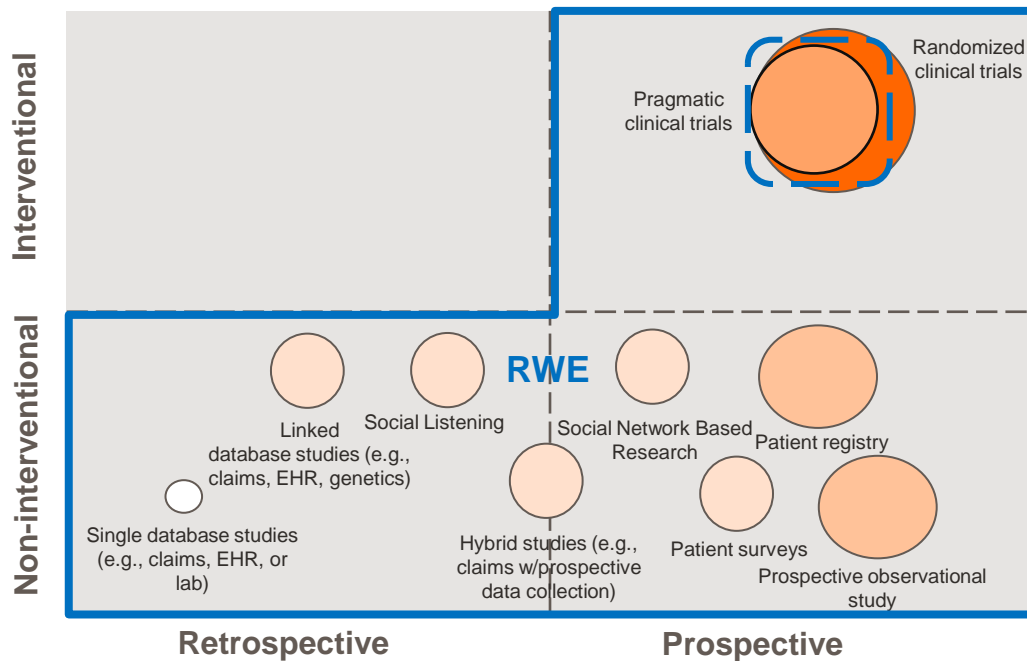




**RWE is a must
have**

What is Real World Evidence?



Legend: Bubble size indicative of study execution cost
Color indicative of study complexity

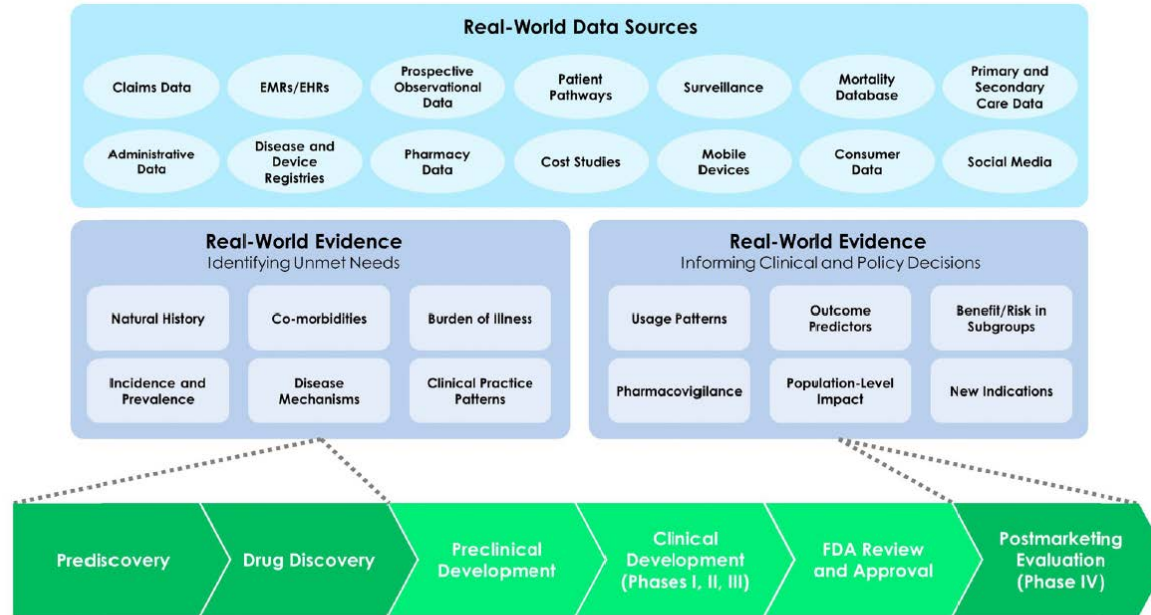
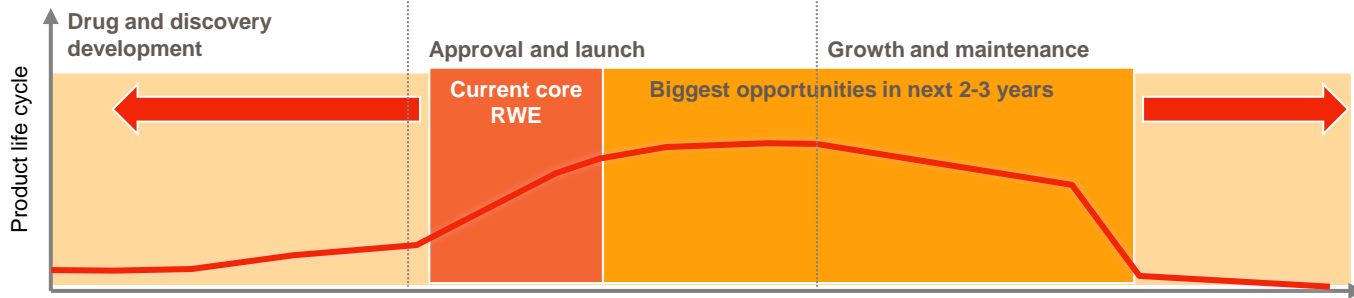


FIGURE 1-1 Examples of current uses of real-world evidence derived from diverse and complex sources.

RWE creates opportunities from early development through market access to commercial programs



RWE uses

Discovery	Development	Market Access	Launch	New competitor	New indications	Lifecycle mgmt
<ul style="list-style-type: none"> Target sourcing Early patient stratification Predictive models Unmet medical needs/new indications Accelerate attrition 	<ul style="list-style-type: none"> Ideal patient population Recruit trial patients Demonstrate burden of disease Estimate accurately cost effectiveness Randomized trials with EHRs Non-RCT data generated by 3rd party 	<ul style="list-style-type: none"> CE studies for pricing and formulary access Differentiated pricing Fast track limited proof market access 	<ul style="list-style-type: none"> Identify and track high prescribers 	<ul style="list-style-type: none"> Data driven sales force Pay for outcomes 	<ul style="list-style-type: none"> Demonstrate unmet need Sequence new indication launches Orphan disease finding 	<ul style="list-style-type: none"> Prove differentiation to avoid switch to Gx Crowd-sourced package redesign
<h3>Across entire lifecycle</h3> <ul style="list-style-type: none"> Relapse and prevention management Proactive safety risk monitoring through social media Personalize multichannel marketing Develop adherence programs 						

The application of RWE can improve decision making and outcomes through all stages of the asset lifecycle

