

Closing Data Gaps: Real World Evidence Generation Enhanced by IQVIA's Industry-Leading Scientific Conference Database

Situation and challenge

A leading life sciences company's Real World Evidence (RWE) team was preparing an internal newsletter to showcase their quarterly evidence generation efforts. However, initial findings revealed a significant under-reporting of manuscript output. Using internal tools, the team identified only 50 manuscripts, raising concerns about data gaps and duplicative workstreams. Leadership recognised the need for a more accurate and comprehensive solution to validate and present their efforts.

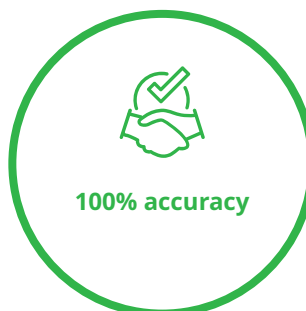
Solution

To overcome these challenges, the organization adopted IQVIA's Insightmeme™ as the benchmark tool for evidence validation. As the richest source for real-world evidence dissemination, Insightmeme™ enabled the team to access a wealth of publications and meeting abstracts spanning the past decade, as well as for upcoming events.

Insightmeme™ data highlights and key features



Insightmeme™ identified **160** manuscripts, including all 50 found internally, with **100% accuracy**. Monthly validations ensured ongoing reliability, and the team discovered that half of the newly-identified manuscripts were previously unknown. Insightmeme™ provided a single source of truth, helping the team reassess internal processes and eliminate blockers to data access.



Results and implications

The adoption of Insightmeme™ led to a **threefold increase** in reported evidence generation, transforming the team's narrative from embarrassment to pride!

By reducing duplicative efforts and streamlining workflows, The RWE team can now accurately showcase their contributions. The improved visibility and validation have empowered the team to share their impact confidently, setting a new standard for data accuracy and operational efficiency.

This transformation acted as a catalyst for broader organizational change. Recognizing the previous limitations — where internal searches surfaced only a third of the real-world evidence generated — the team leveraged Insightmeme™ not just as a validation tool, but as a benchmark to overhaul their internal systems. As a result, they are now actively revising their tools and processes to ensure comprehensive data capture and eliminate gaps. Quarterly audits have been implemented to maintain this new standard, ensuring that the organization continues to benefit from complete, accurate, and actionable evidence moving forward.