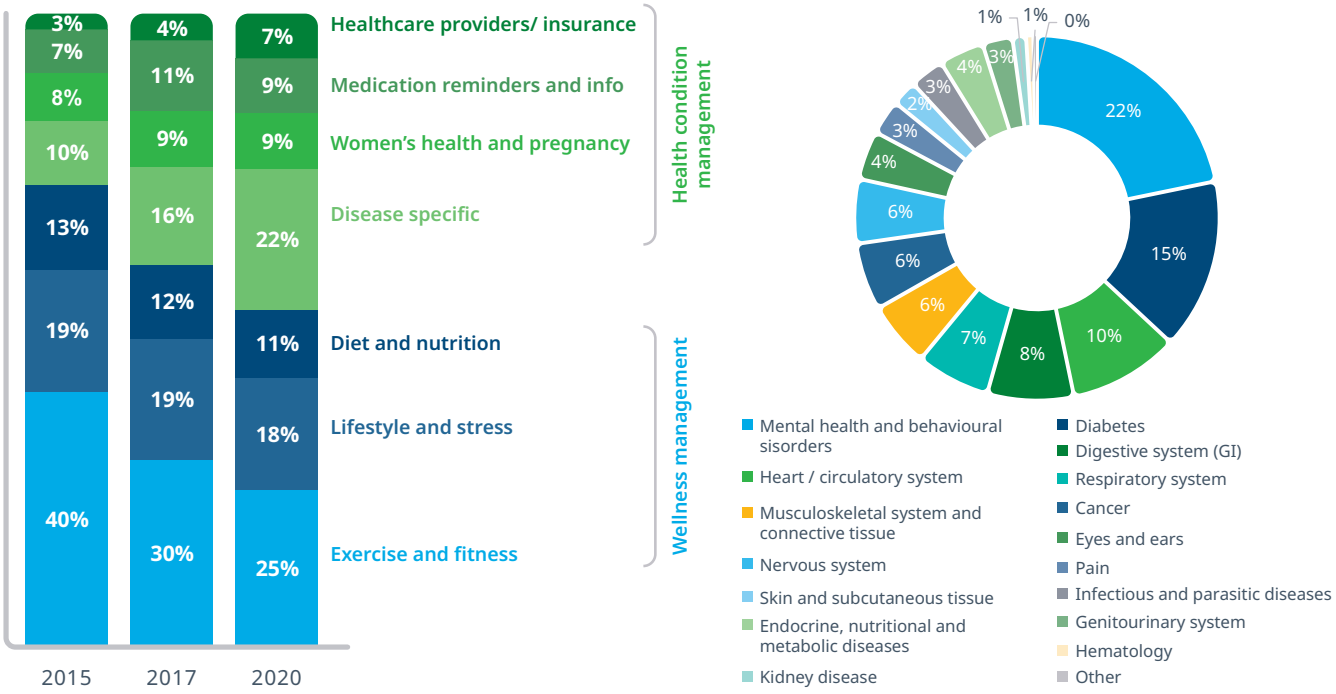
Successfully Conducting Your Digital Health Studies Using Real World Evidence

EVOLVING LANDSCAPE

We are increasingly seeing a shift in the focus of digital health apps by consumers from wellness management to health condition management with a reported 47% of apps now focused on health conditional management, up from 27% in 2015 and wellness management declining in relative representation, with apps in chronic conditions such as mental health and behavioral disorders, diabetes and heart and circulatory system apps dominating this category (see Exhibit 1).

Exhibit 1: Digital health apps by category and disease state in 2021



Source: Digital Health Trends 2021 - Innovation, Evidence, Regulation and Adoption. Report by the IQVIA Institute for Human Data Science.

This trend is in turn increasing the need for real world evidence to demonstrate the safety, effectiveness, performance and value of these digital health products and can lead to many questions being asked on how to generate the right evidence to meet multi-stakeholder needs, such as:

"How can I use real world evidence across the digital health total product life cycle?"

"What evidence is required to meet payer needs for reimbursement?"

"How can I demonstrate product usage, adherence & compliance in the home-setting to satisfy stakeholder needs?"

"What data do I need to demonstrate the value of my digital health product?"

"What do I need to take into account when I choose my study approach?"

"What is different about a study with a digital health product?"

"How can I best demonstrate real world safety & effectiveness of my product to regulators?"

IQVIA MEDTECH SOLUTION

As you look to generate the right evidence and answer your research questions, IQVIA MedTech can support you with **Real World Digital Health Outcomes Studies,** which are designed to assess real world outcomes following the use of a digital health product.

The digital health product can be used to **treat, diagnose, inform** or **drive** clinical management

Outcomes captured can be used to meet evidentiary requirements of **regulators, payers, providers** and **patients**

Outcomes captured can be collected from the **patient** and/or **provider**

Outcomes are usually collected from **connected devices/digital health platforms** and enriched with eCOAs

May require **integration** from **multiple sources** e.g. Patient-generated health data (PGHD), Patient preference information (PPI), Patient-reported outcomes (PRO) and Clinician-reported outcomes (ClinRO)

Can use a **site-based, direct-to-patient** or **hybrid** delivery model

WHY IQVIA MEDTECH?

Scientific leadership

- Experts in **generating RWE** to answer your research questions
- **Creating the right study design** to include patient perspectives & preferences
- Specialists in **patient & behavioural science**

Real world data

- Map out **patient care pathways** to optimize study design and conduct
- Find the **right patients** for your study purpose
- Capture **patient-generated health data** and **patient preference information**

Operational excellence

- Flexible **patient-centric** study delivery
- Full capabilities for **site-based, direct-to-patient & hybrid** delivery models
- Processes & procedures to maximize **high quality** data collection

Transformative technology

- Suite of **proprietary technologies** enabling streamlined acquisition of data and the use of advanced analytics
- Generate the **right evidence** while adhering to data privacy standards

IQVIA MEDTECH

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