

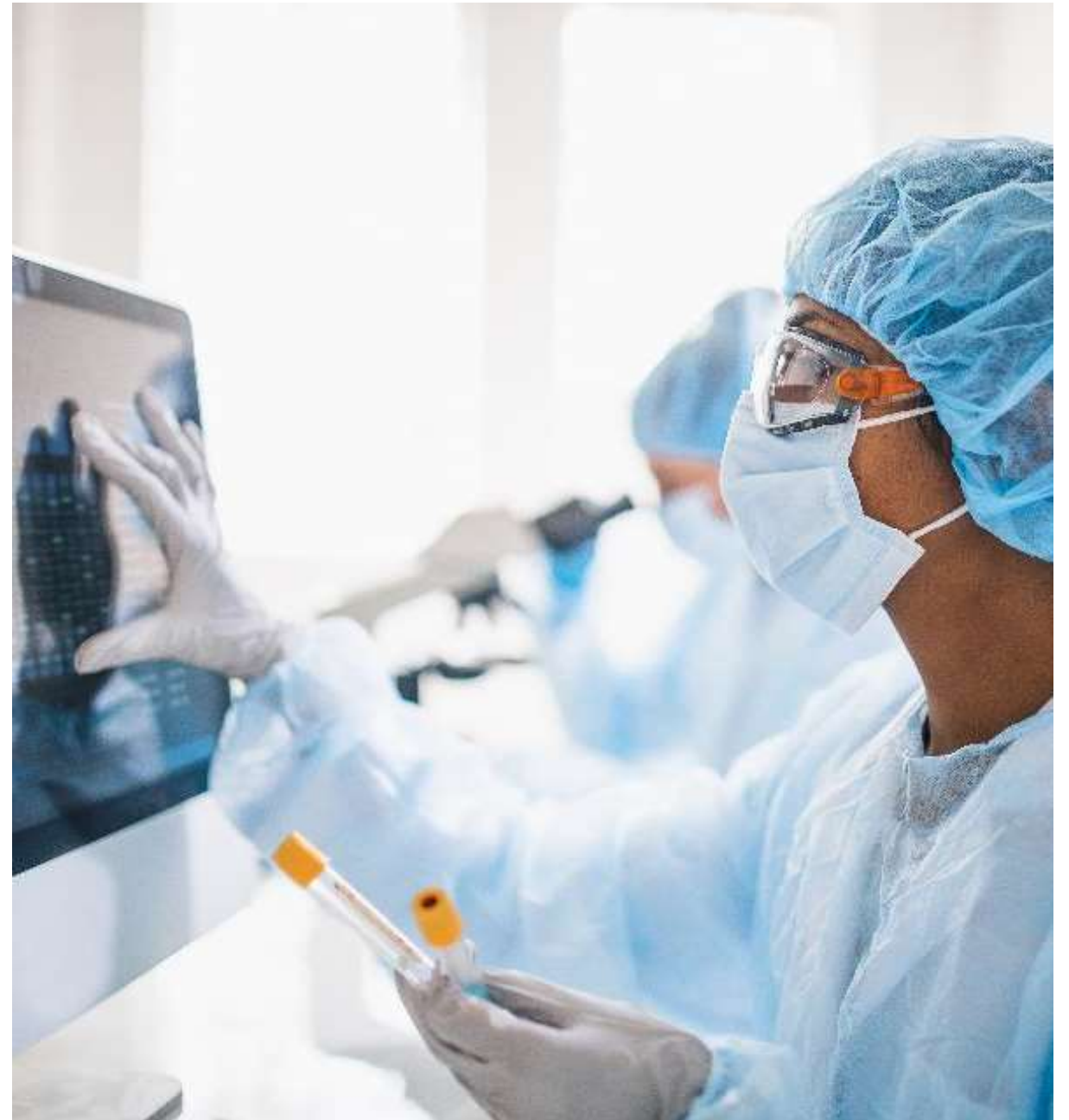
The value of trial emulation in HTA

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18 May 2022

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What have we learnt?

- Target trial emulation offers huge potential for advancing the informed and proper use of RWE in HTA
- Trial emulation studies have taught us
 - The importance of good study design - time and selection bias
 - The value and limits of trial emulation
 - Limitations to the existing RW evidence base
- Can it become *de rigueur* in HTA evaluations?

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Where in HTA can it offer most value?

Post-launch

- RWD has accrued
- Build on trial evidence
- But **processes need to change** to reflect value

At launch

- Comparing trial data with RWD
- Emulation is more challenging

Real-world effectiveness

Extend to excluded populations

Heterogeneity of treatment effects

Extend to new indications

Provide head-to-head comparisons

Model HTA relevant outcomes

What more do we need?

- What questions remain?
 - Likelihood of successful emulation where there are no prior RCTs
 - Fuller understanding of where emulation is and isn't likely to work
 - How does emulation transfer across contexts
 - Trade-offs between components of study design
- We need more emulation studies!
- Should we **demand** trial emulation for non-randomised studies?

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