Raising Organizational Fluency in Real World Evidence Through Interactive Learning Techniques

An ISPOR Educational Symposium

November 12, 2018 | 12:45-13:45

Today’s Symposium Agenda

- The Challenges of Raising Organizational Fluency in Real World Evidence
- Global Case Study in Interactive RWE Education
- Addressing RWE Challenges With Learning Innovation
- Q&A
Meet the Panel

David Thompson, PhD  
Senior Vice President, Real World Evidence, Syneos Health  
Moderator

Claire Methven  
Global RWE Lead, Education and Training, Janssen  
Panelist

Yvonne Ash  
Vice President, Learning Solutions, Syneos Health  
Panelist

Fluency in Real World Evidence

David Thompson | Syneos Health
Poll: How much experience do you have working with real world research, real world data, or real world evidence?
Your Experience with Real World Research, Data, or Evidence

Poll: What kinds of real world research, real world data, or real world evidence experience do you have? Which of the following most closely describes you?
Advancing an RWE Agenda at Your Organization

Live Content Slide
When playing as a slideshow, this slide will display live content

Poll: How challenging is it to advance an RWE agenda within your organization?
Barriers to Building Your Real World Evidence Initiative

Historic Approach to Internal Training
Contrasting Historic to Interactive Training Approaches

Approaches to communication, education, and learning design

1. Passive 1. Learner-driven interactive choices
2. Information only 2. Skill building and application practice
3. One-size-fits-all 3. Content and learning experiences tailored to unique learner needs

Global Case Study in Interactive RWE Education

Claire Methven | Janssen
Janssen in 2014: A Need to Elevate and Integrate RWD and RWE

1. Pockets of expertise
Janssen in 2014: A Need to Elevate and Integrate RWD and RWE

1. Pockets of expertise
2. Inconsistent terminology

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3. Lack of planning
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4. Non-transparent data sources

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5. Limited best practice sharing
Janssen in 2014: A Need to Elevate and Integrate RWD and RWE

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Poll: Which of these five characteristics are true for your organization?
Janssen in 2014: A Need to Elevate and Integrate RWD and RWE

Addressing RWE Challenges With Learning Innovation

Yvonne Ash | Syneos Health
Tapping Into Potential

1. Powerful network
2. Broad consensus on definitions
3. Clear value of evidence planning
4. One-stop-shop for data sources
5. Case studies and lessons learned

Tapping Into Potential

1. Pockets of expertise
2. Inconsistent terminology
3. Lack of planning
4. Non-transparent data sources
5. Limited best practice sharing
Building a Platform, Connecting a Network, Changing a Culture

Step 1: Assemble a Dedicated and Diverse Team

- Medical Affairs
- Health Economics
- Epidemiology team
- Analytics team
- Global Regulatory Affairs
- Regional RWE points of contact
- IT Data Sciences
- Medical Device Evidence Generation
- Scientific Affairs
Poll: Is RWE activity centralized or dispersed at your organization?

Step 2: Create a One-Stop-Shop
Step 3: Create Different Tracks

Step 3: Create Different Tracks | Awareness
Step 3: Create Different Tracks | Application

Step 3: Create Different Tracks | Generation
Step 4: Continuous Improvement

Feedback from the Global J&J RWE Community

Three groups of respondents

- 38% I generate RWE.
- 32% I make decisions related to RWE, but I do not directly generate RWE.
- 30% I do not work with RWE; I just appreciate being aware of how RWE is utilized at J&J.
Feedback from the Global J&J RWE Community

What resources do you access most on RWE Central?

<table>
<thead>
<tr>
<th>Response</th>
<th>%</th>
<th>#</th>
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<tbody>
<tr>
<td>RWE articles and announcements</td>
<td>22.19%</td>
<td>71</td>
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<tr>
<td>Regional information about RWE</td>
<td>16.25%</td>
<td>52</td>
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<tr>
<td>RWE Best Practices, Case Studies, and Use Cases</td>
<td>15.94%</td>
<td>51</td>
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<tr>
<td>RWE Learning Roadmap</td>
<td>9.38%</td>
<td>30</td>
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<tr>
<td>Regulatory Updates</td>
<td>7.19%</td>
<td>23</td>
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<tr>
<td>Smart Catalog, data sources, and rHEALTH</td>
<td>6.25%</td>
<td>20</td>
</tr>
<tr>
<td>Upcoming events</td>
<td>5.94%</td>
<td>19</td>
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<tr>
<td>GCSO Toolkit</td>
<td>5.00%</td>
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<tr>
<td>Connectivity Tools (Studio, SQL workbench, SAS, etc.)</td>
<td>4.38%</td>
<td>14</td>
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<tr>
<td>None</td>
<td>3.37%</td>
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<tr>
<td>Talent Exchange</td>
<td>1.56%</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>0.95%</td>
<td>3</td>
</tr>
</tbody>
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What is working well:

• RWE news and announcements
• rHEALTH Real World Data assets and tools

Opportunities:

• Create and share even more examples of Janssen RWE studies, projects, and partnerships
• Provide learning experiences and application activities on how to interpret and communicate the value and impact of RWE
Feedback from the Global J&J RWE Community

“Discussion of FDA acceptance of RWE-based data on drug label”

“A library of research questions, studies, methodologies, and outputs for a knowledge archive”

“I am really enjoying RWE news”

“More trainings on advanced methods”

“More communication and sharing of RWE generation”

“What does the future hold?”

“A library of research questions, studies, methodologies, and outputs for a knowledge archive”

“Understanding the critical role of RWE in Regulatory Affairs”
Innovative Learning Solutions for Real World Evidence

Q&A

Janssen | Syneos Health
Shortening the Distance
From Lab to Life™