EVIDENCE GENERATION: IDENTIFYING AND ADDRESSING GAPS TO MEET THE CLINICAL AND EDUCATIONAL NEEDS OF STAKEHOLDERS

ABSTRACT

The pharmaceutical industry uses evidence generation to support the development of new products that meet unmet clinical needs. However, the process can be challenging, with gaps in evidence generation and communication strategies that can impact the success of new product development. We propose a framework to address these challenges.

INTRODUCTION

Inadequate evidence can result in a substantial revenue opportunity in the treatment of a disease. The evidence generation process can be complex, and it is essential to ensure that the evidence generated is relevant and valuable to stakeholders. This framework aims to address these challenges through a structured approach to evidence generation and communication.

EVIDENCE GENERATION WORKSHOP

The workshop consists of several key elements: identifying the need for evidence, developing a strategy, activating the evidence, and evaluating the outcomes. These elements are designed to ensure that the evidence generated is relevant, valuable, and effective.

INSIGHT

Health and social trends

The current health and social trends are critical to understanding the clinical and economic needs of patients and stakeholders. This information can be gathered through market research, focus groups, and surveys.

STRATEGY

The strategy is designed to identify the key objectives and strategies for evidence generation. It includes identifying the target audience, determining the evidence required, and defining the methods for generating evidence.

EVIDENCE NEEDS

The workshop includes the identification of evidence needs, which are critical for developing a successful evidence generation plan. This includes understanding the current evidence landscape and identifying the gaps in evidence.

ACTIVATION

The activation phase involves the implementation of the evidence generation plan. It includes developing the evidence, communicating the findings, and evaluating the outcomes.

EVIDENCE-GENERATION STRATEGIES

There are several strategies for evidence generation, including clinical trials, observational studies, and meta-analyses. Each strategy has its advantages and disadvantages, and the choice of strategy depends on the specific needs of the project.

EVIDENCE GENERATION: A CASE STUDY

A case study is presented to demonstrate the application of the framework. The case study includes the identification of evidence needs, development of a strategy, activation of the evidence, and evaluation of the outcomes.

REFERENCES
